

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIX. NEW YORK, APRIL 9, 1902.

No. 2.

## THE PHILADELPHIA RECORD'S

double-page plate has a printing surface 16½ columns wide and 24 inches long.

This is the largest double-page plate used by any newspaper in the world.

It contains 200 pounds of metal and four men are required to pour the metal into the casting box.

Our price for display advertising purposes, one insertion, is:

**\$1,250**

*The SUNDAY RECORD—24 pages all in one section—has a circulation of 170,000 and the DAILY RECORD 185,000 circulation. Both are the largest daily and Sunday circulations in Philadelphia. Rate 25c. per line.*

New York,  
185 World Building.

Advertising Manager,  
Philadelphia.

Chicago,  
1210 Boyce Building.

# THE BIRMINGHAM DAILY NEWS,

## Guarantees

1. The largest circulation in Alabama.
2. Double the circulation of any other paper in Birmingham.
3. An average of over 13,000 copies per issue.

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It reaches thoroughly the people of Birmingham and Jefferson County, Alabama—a community of 170,000 people, among whom

## **\$2,425,000 Monthly**

is distributed in wages by the railway and manufacturing companies alone. A share in the business and prosperity of these people can be had by placing your advertisement in

## The Birmingham News

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**THE J. E. VAN DOREN SPECIAL AGENCY,**  
MANAGERS FOREIGN ADVERTISING DEPARTMENT,

1103-1105 Boyce Building,  
CHICAGO.

407-410 Temple Court,  
NEW YORK.

# PRINTERS' INK.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1903.

VOL. XXXIX.

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## HOW THE FIFTH AVENUE BANK ADVERTISES.

In the matter of advertising, a bank is bound by ethics nearly as well-defined as those of medicine or law, more especially in soliciting deposits from the better classes. Depositors distrust sensational methods. Financing is a conservative business, and must show conservatism in its publicity. A bank must depend largely upon indirect advertising, and its direct solicitation must be dignified in character.

The Fifth Avenue Bank is one of the most cleverly advertised institutions in New York City, and its methods furnish a good model for both direct and indirect advertising. It is located at Fifth avenue and Forty-fourth street, opposite Sherry's and Delmonico's, and much of its business comes from the residence district. More than half of its 9,000 depositors are women, and as women do not like to be kept waiting in a bank, the Fifth Avenue offers them special facilities. The major part of its clerical force is ready to take care of a rush at the long line of windows set apart for them, while there is a neat room where they may write checks and deposit slips, wait for friends, rest or read the latest papers and magazines.

Mr. Frank Dean, the cashier, is the advertising spirit of the institution. About a year ago he conceived the notion of an identification service for depositors. There were companies which sold numbered tags to be worn upon key rings, paying a small reward to anyone who returned the keys when lost, and furnishing identification in case of accident to the bearer. The bank had a clerical force which could take care of the work of such a bureau with almost

no extra labor, so Mr. Dean got out some neat aluminum tags, bearing a number upon one side, with the legend "Owner may be identified at Fifth Avenue Bank, 530 Fifth avenue, New York," and upon the other, "Owner will pay one dollar for return of keys." Circulars describing the service were sent to depositors, and the system was so thoroughly appreciated by the bank's customers that he decided to extend it and use it as a means of advertising. With the beginning of the present year he began mailing a circular showing an embossed facsimile of the tags and bearing the following matter:

The Fifth Avenue Bank of New York will be pleased to furnish without charge, to the person to whom this circular is addressed, a numbered metal key check like that shown in margin.

The name and address of holder will be registered at the bank by a clerk specially assigned to that duty, and in event of loss of keys the finder will receive from the bank for their return, one dollar, which the holder of key check agrees to pay.

The recovery of lost keys is thus practically assured without the name and address of the owner being known to the finder.

The key check is indestructible and as a means of identification of the holder in case of accident is likely to prove valuable.

This invitation is personal and the receiver is requested to present it at the bank.

This circular and the service itself are both protected by copyright. The invitation is being mailed to lists of people who reside within a certain radius of the bank. Only the better classes are included, and no attempt is made to attract business from the banking district downtown or the residence districts at the extreme northern end of Manhattan Island. Callers who present an invitation are given a tag, entered upon the identification books and shown the bank's facilities and safe deposit

vaults. Thus far only a comparatively small number of the names on the lists have been used, as the bank does not wish to exceed its facilities for taking care of those who respond. Results have been thoroughly satisfactory so far. It was found when the service was first extended to the bank's customers that many people would keep the invitation several months before presenting it. The value of good printing was also shown by the last invitations used. On the first lot the tag was represented by a woodcut which did not do it justice, but in the invitations sent to the general public an exact reproduction was got by bronze and embossing, and the higher cost of printing is being more than justified by returns.

Direct advertising is alone done by means of sumptuous booklets, printed upon the finest stock, bound in imitation vellum and containing sketches of the bank interior that will appeal to people who know something of pictures. Little matter is used in these booklets, but they are printed in such a manner that a short terse paragraph meets the eye wherever they are opened. Some of them describe the bank's facilities, while others are used to advertise the safe deposit vaults. The copyrighted phrase, "Secrecy, Scrutiny and Security," is used in connection with the latter.

Indirect advertising takes the form of articles in the daily papers. These are secured in various ways, none of which Mr. Dean cares to reveal. "Whenever anything happens up here the newspapers get hold of it somehow," is his only explanation, but methods will suggest themselves to advertisers who are familiar with means of getting press notices.

In January of the present year the bank's special officer, Mr. Carr, caught a bogus count who had swindled some of its customers. The story was printed in all of the New York dailies, and special facilities extended to reporters and photographers made better advertising than would have been gotten had the papers been

left to their own devices. Several years ago Mr. Carr also caught a swindler who was robbing mail boxes and cashing checks found in letters. When this worthy presented a depositor's check which had been obtained in this manner, the officer recognized him as a person wanted by the postoffice authorities, and when he attempted to swallow the check, thus destroying the only evidence against him, Mr. Carr took the extreme method of closing his windpipe with a somewhat muscular hand. This also brought fame to the bank. Mr. Carr received a \$100 reward from the postoffice department, and the bright young men of the newspaper world made many pictures of him—pictures which, while not very good likenesses, nor very exact in point of verity or local color, were still advertising of the most priceless sort.

Last spring Mr. Dean noticed an extraordinarily tall policeman on duty at the railroad station in East Orange New Jersey. His name was Wallace W. Thatcher, and he stood about six-foot-six against a wall. Upon the theory that such a giant would look well and be eminently handy at the bank door he engaged him—and the papers got hold of *that*, somehow. The theory was well founded. Mr. Thatcher manages coachmen and footmen at the curb in a manner most beautiful to behold.

The Fifth Avenue Bank's \$100 shares are now worth \$4,000 or thereabouts, and when they go up or down a point or two the papers get hold of it. Among the bank officers of New York City are thirteen cashiers and vice-presidents who served their novitiate at the Fifth Avenue, to say nothing of many more in responsible positions in the metropolis and elsewhere. Promotions and transfers of this sort are always used to the best purpose, and Mr. Dean's scrapbooks for the past five years are veritable archives of things that the papers got hold of.

In the Christmas number of *Social Service*, a monthly magazine devoted to social and industrial matters, Mr. Dean had an article



upon the "Administration of a New York Bank" which described the Fifth Avenue's business methods, personale and provision of baths, books and other conveniences for employees. This article was illustrated with fine pictures, furnished by the bank. Thirty thousand extra copies were sent to depositors and people upon the mailing lists, and the number was advertised in New York daily papers and elevated stations at the bank's expense. From comment which has since come to Mr. Dean he is assured that the article was a profitable piece of publicity.

The Fifth Avenue does not set aside any fixed advertising appropriation, but spends money upon whatever seems likely to promote its interests in a dignified manner. When literature is sent out, it is as good as can be printed, and is written for the people whom the bank wishes to reach—"the best people in a certain district." The things that the newspapers get hold of somehow have made the institution one of the best known in the city. Forgers, swindlers and burglars are an uncertain quantity in advertising. They cannot be bought at so much per line. But when fate throws a piece of real news in the way of an advertising manager there is no law which forbids making the most of it. As the public likes to ride on an Empire State Express rather than upon a less famous train, so will it patronize a bank where forgers are caught and a giant stands upon the front door. To do so is human nature. Man never becomes sophisticated to the point where he does not love a success.

#### LOSING A CHANCE.

An experienced advertising man expresses amazement that so few brewers and whisky men advertise when the striking success of those who advertise liberally is considered. He refers to half a dozen brewers and whisky dealers who have actually made millions through newspaper advertising in the past dozen years. It is simply because of lack of enterprise that so many fail to take advantage of this prosperous time to enlarge their business. It is so with men in other lines of business who still have to learn that they can increase their dealings enormously by appropriating a part of their profits for advertising.—*Philadelphia Record*.

#### WHEN OPPORTUNITY KNOCKS.

Thieves entered the store of a New York clothing firm a few weeks ago and took away a great many of the newest things for spring. The proprietors missed the goods but they didn't miss the chance to turn their misfortune into profitable publicity. The usual crowd of curious people who would stop and inspect the damaged store front, was swelled to a mob that overflowed into the street by a clever ruse of some one in whom the advertising instinct was predominant. In the window appeared a press notice of the burglary together with two large placards which read as follows:

We hate to be robbed but we cannot help but admire the good taste of the thieves.

People are going to have our stylish suits even if they have to steal them.

The shrewd advertiser turns everything to his advantage. He sees a way to make capital even out of misfortune. Burglaries are not a novelty. They do not attract attention in a busy city. They seldom get beyond police circles and the near relatives of the victim. But the firm in question featured its case and impressed a whole lot of people with the name, location and goods it had to sell.

The staid, conservative advertiser looks askance at such methods. Advertising experts get their harpoons out; and the man with space to sell can see only madness in such methods. But so long as it is legitimate and so long as it sells goods it is the thing to do.

The world is large and its people mighty busy. Anything that will bring a store or an article under the lime light even for an instant helps along the advertising.

A Broadway furrier was unfortunate enough to be situated along the line of the new subway. All the fall and winter his show windows looked out upon a twenty foot excavation. His carriage trade was demoralized and January found him hopelessly overstocked. It was a misfortune but it held an opportunity which he was quick to see. It gave him a reason for a January fur sale which no one could question. His ads told the story of his hard luck. They were almost pathetic. And the people came—some out of sympathy, some out of furs—even the carriage trade was willing to drive around the side street and come in through the alley to buy at the prices quoted. Most people are home when opportunity knocks—the trouble is they don't know the knock. It takes a trained ear to detect it and a fertile mind to turn it to account.

Trade comes more surely to the man who puts himself forward—who blows some kind of a trumpet all the time.

It is the brilliant, unexpected plays that appeal to the grandstand and opportunities to make them are pretty well distributed.

Those who continually cruise around the thought that the masses are going to hunt in nooks and corners for modest worth will not only be outstripped but knocked down and tramped on in the rush and roar of this twentieth century.

## FOREIGN CONSULS AND AMERICAN ADVERTISING.

The time may come when foreign consuls residing in the United States will act as advertising agents for their home governments and industries. Without doubt, American advertising can be turned to the advantage of many foreign enterprises. We are becoming a nation of travelers, for one thing. Every year the exodus abroad is greater, and the millions spent by the American tourist are a factor in the money markets of the world. Certain localities get the larger part of this travel, while other localities suffer by being out of what is called "the beaten track of travel." Advertising in the proper American mediums would abolish this "beaten track." It exists only because tourists are not fully informed upon the countries they visit. The Yankee who goes abroad, especially for the first time, knows London, Paris, Rome, Venice, Switzerland and the "show places." Others have gone ahead of him, and he finds that his friends are excellent advertisements of the best-known localities. There are, however, hundreds of neglected villages, towns and health resorts in Europe that he never hears of, for no one has visited them, and the books which treat of travel do not give them prominence. Judicious advertising would lead him to include some of them in his tour. Routes of travel are usually made up before leaving home and in planning them up the American tourist goes largely by the information that is furnished him, either through friends, books or travel advertising literature. Reasonable appropriations for advertising space, spent with a very limited number of the high-class monthlies, would divert a profitable share of travel in the direction of almost any village, town or resort which would make a municipal campaign. Foreign consuls could direct this advertising, following up inquiries with good, informing booklets. Tourists would put implicit trust in matter that came from consular officers, and the "beaten track of travel"

would soon be running over wholly new ground.

So with manufactures. The United States is a big, rich country, and its people have more money to spend upon novelties than any other people beneath the sun, perhaps. Things from abroad can be made attractive to them by advertising. "Made in Germany" and "Made in France" are trademarks that imply a certain degree of merit over the American article. Chauvinism is not so strong as it is generally thought to be. During the greater part of the last century these phrases stood for what was best in America, home products being largely experimental and of inferior quality. Now that American manufacturers are bettering these products, there is still a decided bias toward foreign goods of certain classes. This bias can be turned to account by the same means that the American manufacturer uses—wise exploitation in the public press.

It is almost the duty of foreign consuls to become familiar with American advertising, gathering information that will benefit their own industries. Our methods of publicity are rather more advanced than those of other nations. In some respects they are more flamboyant, and even offensive. Foreigners are always impressed by them, but do not take them seriously—or take them far too seriously. The blithe way in which the Yankee exploits his goods is more often criticised than admired or studied. Yet the foreigner—especially the foreign consul—who studies American advertising as a means for accomplishing desirable business ends, will soon respect it and seek ways for turning it to profitable uses.

SPACE should not be crowded to the suffocation point. The public is being educated up to something more than mere information, and ads must be restful and pleasing to the eye. Bald facts must be livened with pictures or white space. To be niggardly in an advertisement is policy as shortsighted as having a dimly lighted store for the sake of saving gas.

Successful advertisers have always advertised in

# THE SUN

That is why you should be among the number—successful men seek each others' company.

Address  
THE SUN, NEW YORK.

## BEST AGRICULTURAL NEWSPAPER.



PRINTERS' INK has in the past few years awarded six sugar bowls to newspapers and trade papers, and the recipients of these distinctions have often asserted the moral as well as direct business value that had accrued to them from these awards.

A seventh award will be made within the next few months to the agricultural paper, weekly, semi-monthly, monthly or however issued, that better serves its purpose than any other as an educator and counsellor for our agricultural population, and best serves as an economical medium for communicating with that class through its columns and on the fairest terms, price and value considered.

HENRY FERRIS,  
1049 Drexel Building,  
PHILADELPHIA, Pa., March 29, 1902.

### Editor of PRINTERS' INK:

The *Farm Journal* is so decidedly at the head of farm papers that it seems almost superfluous to give reasons why; but remembering that the *American Machinist* was adjudged inferior to the *Iron Age*, perhaps those who think the *Farm Journal* unequalled had better give a reason for the faith that is in them.

As I am not a farmer, having escaped while still young, perhaps I am not the best judge of what farmers like; but when half a million of them prefer the *Farm Journal* against perhaps twenty thousand for its chief competitor, it is clear that there is something about the *Farm Journal* that takes a strong hold on them.

The first and most important thing I take to be good faith, sincerity, squareness.

The funny-paper conception of the farmer as a "hayseed," a "greeny," a "Rube," is more than a joke; it illustrates the mental attitude of great numbers of men, especially a certain class of advertisers. Such advertisers have free range in the columns of most farm papers; in the *Farm Journal* they are conspicuous by their absence. The publishers decline to regard their readers as good subjects to be "worked," and guard them against frauds with a watchfulness which alone would make the paper unique. As a consequence, its advertising columns are a hand-book of farmers' supplies that for usefulness and reliability I suppose has not an equal in the world; and it is evident that this feature is one of immense value to farmers, as they can buy from any advertiser with absolute safety.

I put advertising first because I believe the

majority of its readers would put that first; but the same spirit of honesty and genuineness pervades its reading columns also. The real interests of the farmer (and especially of his wife) are catered to with a care, a thoroughness, and withal a brevity, that make the paper a model of its kind. Yours truly,

HENRY FERRIS.

W. F. CLARK,  
Inventor and Owner of  
Clark's Patent Non-Refillable Bottle.  
KIDWELL, W. Va., March 31, 1902.

### Editor of PRINTERS' INK:

In response to your invitation, I desire to enter the contest, and ask permission to say a few words in behalf of my favorite farm paper. I am a practical, up-to-date farmer and in the course of my life I have subscribed for and read every leading agricultural paper in the United States.

It is intensely practical.

It contains no fiction.

It deals with facts, never with theories.

It has no long winded theoretical articles.

Its tone is moral, elevating and beneficial to its readers.

Its advertisements are always reliable, no frauds appear in its columns.

The practical information contained in one issue will pay for a five year subscription.

It has the largest circulation of any farm paper published and is one of the very best advertising mediums.

I have taken the *Farm Journal* for about fifteen years, and, if the Lord permits, I will take it for fifteen years more, my subscription is now paid up to December, 1904.

I have taken it so long because it contains the most useful information in the least space of any paper published in the English language.

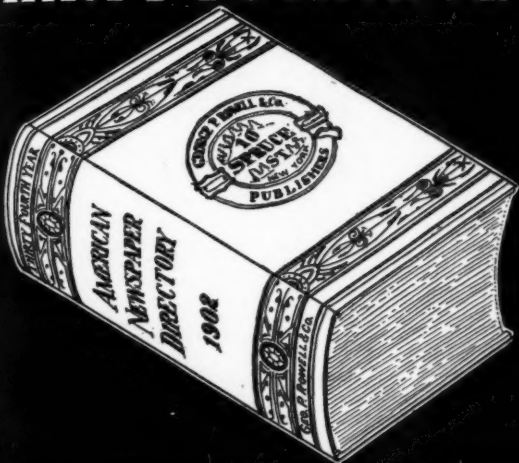
Let me say in conclusion that the *Farm Journal* has no rivals, it is distinctly in a class by itself, and occupies the same "niche" in the agricultural world as PRINTERS' INK in the newspaper world or the *Ram's Horn* in the religious world. And were Washington or Jefferson alive to-day they would certainly declare that the prosperity of our nation depended upon the farmer and the *Farm Journal*, one and inseparable, now and forever. And while I frankly admit that this effort will not compare favorably with the many "college bred" articles that you will receive, yet I hope you will remember that this is written by a farmer and that you will kindly make the allowances and give it the consideration due to that class of men. Sending my best wishes to PRINTERS' INK, I remain, Yours very truly,

W. F. CLARK.

Publishers of agricultural papers, or their friends, are invited to submit such claims for consideration at the hands of the Little Schoolmaster.

Up to the present time it would appear that the *Country Gentleman* and the *Farm Journal* are the only agricultural papers that have the nerve to claim that they are entitled to the Sugar Bowl. When the Little Schoolmaster attempted to think of another paper that would be at least as good as one of these he scratched his head—but mentioned no paper.

# THIRTY-FOURTH YEAR



## 1902 EDITION OUT APRIL 16TH

Contains a total revision of the entire North American Press to date.

You can do one-half of your advertising campaign without the American Newspaper Directory, but the other half, the more important half, is done best with its assistance.

There are in its pages geographical, topographical and statistical facts which cannot be found so conveniently arranged anywhere else.

**It's the Standard Everywhere.**

**Price \$5.00. Cloth and gold; 2,000 pages.**

ADDRESS

**GEO. P. ROWELL & CO., Publishers,  
10 SPRUCE ST., NEW YORK.**

## BOSTON NOTES.

*By the Dean.*

A series of cards are being run in the trolley and "L" cars of the Hub that are puzzling until, with the aid of eye glasses, a small line at the bottom is made out which reads "Omega Oil Philosophy." A varied lot of good advice is given on the cards such as "Use the top of your head more and your tongue less." Every one noticed is different and in some cars there are two and three, and as Mr. Wineburg, the president of the Omega Oil Company, owns the advertising privileges on these car lines it looks like they were "fillers." Can it be that street car advertising is on the decline?

\* \* \*

Macbeth is using a much larger faced type in car cards and they are much more easily read. This one says a good deal:

"Mine is the slowest business I ever heard of. One of my chimneys costs 10 cents and has lasted 14 years. Macbeth, Pittsburg."

Sozodont sticks to these well worded two lines,

"Good for Bad Teeth, Not Bad for Good Teeth," which would be hard to improve on.

\* \* \*

But the car cards that seem to get the most gazes are the ones put in and paid for by the Christian churches of Boston. They are written in true adsmith style and displayed well by the printer. This is a fair sample of the wording:

"When all signs that men have signed

For pleasure or for gain,  
Have ceased to gratify the eye,

Or interest the brain,  
Only the sign that drew our hearts  
To prove God's saving grace  
Shall be remembered with delight  
When we behold his face."

\* \* \*

Minard's Liniment are also doing some missionary work but combining it with a little advertising. They are erecting large bulletin boards in the suburbs in

positions where they can be read, in some cases for miles:

## DON'T SWEAR.

Use Minard's Liniment

## FOR YOUR ACHES.

The top and bottom lines are large and in bright red and the center much smaller in plain black.

\* \* \*

There is some extra good advertising being done just now about the drug stores in greater Boston. Horlick's Malted Milk has at all the soda water dispensaries a set of neatly printed menu cards, mentioning most all the popular drinks that can be mixed with Malted Milk. A neat little wire apparatus holds these cards in a position so they can be easily read.

\* \* \*

Bromo-Seltzer is putting in the show windows a large life-size cut-out figure of a Red Cross nurse. It is a lithograph in colors by the American Lithograph Co., New York, and has an easel attachment.

\* \* \*

Fleischmann & Co. have rented vacant store rooms in and about the city for giving free practical lessons in making and baking bread, buns and biscuits, using their famous yellow label compressed yeast. With an invitation to housekeepers they inclose an order good for a free cake of the yeast at any grocer's. These orders they agree to redeem at three cents each.

\* \* \*

An inventive genius is practicing in the harbor with a patent steam whistle, which he has attached to a tug, and hopes to make a fortune out of it. He has got it nearly perfected and is trying to have it sound out words instead of just going "toot-toot." Some day he expects to have it screech out "S-a-p-o-l-i-o."

\* \* \*

THE sicker the business the bigger the dose of publicity and enthusiasm until the bloom of health is aglow all over the sales book.

## Largest City Circulation in America Relatively to Population

Population of Des Moines, according  
to the census of 1900..... **62,139**

Indicating a total number of families  
[five persons each]..... **12,427**

Number of consumers of city water,  
January 1, 1902..... **8,129**

(Outlying districts supplied by wells and cisterns.)

City circulation of the Des Moines  
DAILY and SUNDAY NEWS, March,  
1902, [average] ..... **11,205**

The above figures demonstrate a home circulation covering practically eleven out of every twelve families—a universality of circulation paralleled in no other American city.

Remember that all non-English reading families and all families too poor to take and pay for a daily paper are necessarily counted out of the calculation, as none but cash-paying subscribers are carried.

There are not 500 well-to-do English-speaking families in Des Moines who do not read the NEWS.

## TO PREVENT MISREPRESENTATION.

A bill has been introduced in the Massachusetts legislature to prohibit the fraudulent or exaggerated statements made in advertising merchandise or other articles. A. C. Dowse, editor of the *New England Grocer*, is the reputed sponsor for the bill. At a hearing on the bill, the other day, many spoke in favor of its enactment. One representative told of an experience a woman of his acquaintance had one Monday morning, when she went to a Boston store early in the day after reading a glowing advertisement in a Sunday newspaper and was told in four separate instances that the goods she desired were sold out. The representative, W. H. Hayes of Boston, thought that something ought to be done to "check the new profession of cheerful lying which is so well paid and is so thriving."

Another representative thought the lying in the advertisements had become so rank that it was time to try an experiment and see if the public cannot be protected from the gross and abundant lying in the newspapers of merchandise for sale.

Mr. Dowse, the sponsor for the bill, said that a Boston merchant told him that a rival placed a big advertisement in the Sunday newspapers which he knew was a lie, and was obliged to tell a bigger lie in the next Sunday issue in order to meet the competition.

E. H. Googins of Cambridge believes that it would ruin the newspapers to pass the bill, for they would lose so much advertising.

There is much material for serious thought in all this agitation to regulate advertising matters. Is Boston advertising particularly full of false statements and misleading statements, or are the legislators on the wrong track? Another question arises—are Boston advertisers more given to prevarication and misleading ads than those of other cities?

I think that both these questions may be answered at once. The fault is more due to the American

tendency toward exaggeration than a deliberate attempt to falsify and thus mislead the public. Advertisers have caught the infection from the news pages of the daily papers.

When six column wide heads were first used in the metropolitan papers they created a sensation among the readers. At first only the most important news, such as the destruction of the Spanish fleet by Dewey, or the death of a president, called forth such headline display. Gradually papers got to using them for minor news, until at last if Reggie Vanderbilt ran over a yellow dog with his automobile, the incident would call forth the same flamboyant headings. The papers had been crying wolf so often that the public finally takes no interest in the matter, and some day the real wolf will come and the papers will be caught napping.

So it was with advertisers. At one time a big page ad with mark-down prices and all that meant a genuine bargain sale, and the public was not slow to buy; but at last the brilliant descriptions and alluring catch lines grew to be the old cry of "wolf" and the public pays no attention, that is a large proportion of it, having become disgusted with finding things not a whit different from what they were before.

Now is the chance for some one with radically different methods, who represents his goods for just what they are, regardless of competitors, and who supplies the goods he advertises on sale, to make a hit with the public, and reap a harvest of solid, enduring business, and consequent profits.

Honesty pays best, in the long run. The old saying that the public dearly loves to be fooled may be true, but after all, there's nothing it loves so well as honesty.

F. N. HOLLINGSWORTH.

THE man who has not a thorough command of the language lacks one of the essentials of successful advertisement writing. He should be able to distinguish between the subtlest meanings of the commonest words.



“The Nashville, Tenn., BANNER is a clean, reliable newspaper, worthy of a place around the family fireside, in the business office, workshop or the social circle.

It is not surprising, therefore, that its circulation is so extensive and its patronage so large.

THE BANNER is the best advertising medium used by this firm and brings larger returns upon the money invested.”

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*The above is an expression from  
L. Jonas & Co., Nashville's (Tenn.)  
largest advertisers and oldest de-  
partment store.*

## DICTIONARY OF SPORTS.

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More and more are advertisers recognizing the wisdom of combining useful information with book-lets. The advertising literature that will be read is giving place to that which will be preserved. Alfred Benjamin & Co., New York, makers of men's clothing, are distributing an edition of 400,000 copies of a "Dictionary of Sports." This book has 48 pages, is of vest pocket size, and contains lists of the popular terms used in connection with golf, tennis, baseball and racing. Between the definitions are two-line "squibs" advertising the firm's clothing. These are printed in small type, and do not detract from the usefulness of the dictionary, yet over 800 of them are used

throughout the volume, and it would be practically impossible for any one to consult it without getting a clothes education. Each page of the lexicon is printed against a background of tennis, golf, baseball or racing pictures in light tints, and room is found for full page fashion plates and descriptions. The volume was compiled by Mr. Samuel Jaros, 150 Nassau street, who claims that it is the first book of the sort to be used for advertising purposes. The illustration above is a reduction of the attractive cover of the book. The original is in five colors.

## NOT TRUE OF MILWAUKEE.

Office of  
THE EVENING WISCONSIN COMPANY.  
Milwaukee Newspaper Union.  
MILWAUKEE, March 26, 1902.

## Editor of PRINTERS' INK:

PRINTERS' INK, March 19th, criticised an assertion of the *Daily Saratogian*, that "the evening paper is pretty generally conceded by the largest advertisers, as the one thing that brings the best returns, for its circulation is largely in the homes."

PRINTERS' INK asserts that the impression of the *Saratogian* is not verified by the advertising in New York City, and gives comparative figures of advertising carried by the morning and evening papers.

"During February, the New York morning papers carried 2,588,226 lines of advertising, of which 1,054,732 were on Sunday, against 1,126,418 lines in the evening papers. Even with the exclusion of the Sunday morning issues, the preponderance of the week-day morning publications was 36 per cent."

This may be true of New York, but is not true of Milwaukee. A comparison of the advertising contained in the *Sentinel*, the leading morning paper, with that carried by the *Evening Wisconsin*, the leading evening paper, shows a large excess for the latter. The number of columns carried by each paper, excluding Sunday, for twelve weeks, ending March 22nd, compares as follows:

*Sentinel*: number of columns, 1,762; number of lines, 542,696.

The *Evening Wisconsin*: number of columns, 2,538; number of lines, 781,704.

Excess of the *Evening Wisconsin* over the best morning paper 50 per cent.

It should be borne in mind that the *Evening Wisconsin* divides the advertising of the city with two other evening papers, while the *Sentinel* divides the morning business with one other paper, and that a new paper. It is certain that the evening papers of Milwaukee carry vastly more advertising than the morning papers, and thus have the "supremacy" in this regard. I think the same supremacy could be shown for the evening papers of St. Paul, Minneapolis, Indianapolis and many other cities of the West.

A. J. AIKENS.

# FOUR FACTS

## THE DAILY TRIBUNE

The paid circulation of ***The Daily Tribune*** in the city of Minneapolis is larger than all other local English daily papers combined.

(See report of Association of American Advertisers.)



The paid circulation of ***The Daily Tribune*** is larger than that of any other daily in Minnesota, or for that matter in all that portion of the United States north and west of Chicago.

(See report of Association of American Advertisers.)

## THE SUNDAY TRIBUNE

The paid circulation of ***The Sunday Tribune*** in the city of Minneapolis is not only larger than any other Sunday paper, but larger than all other local dailies combined (Daily Tribune excepted).

(See report of Association of American Advertisers.)



The paid circulation of ***The Sunday Tribune*** is twice that of its nearest competitor and substantially equal to the paid circulation of all the other Minneapolis and St. Paul Sunday papers combined.

(See report of Association of American Advertisers.)

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**W. J. MURPHY, Publisher**

EASTERN REPRESENTATIVE:

S. B. SMITH,  
30 Tribune Building, New York.

WESTERN REPRESENTATIVE:

C. GEO. KROGNES,  
1634 Marquette Bldg., Chicago, Ill.

## PIANO ADVERTISING.

In the interest of PRINTERS' INK I called on R. A. Tusting, the Asbury Park piano man, who is credited by no less an authority than the *Musical Courier*, of New York City, with doing the best piano advertising in the United States. I caught Mr. Tusting between sales, with the draught of some advertising matter for an outside firm in front of him, for be it known his work is not confined alone to his own business, but he has orders for advertisements from other houses in the same line of trade, and his ads are copied by many dealers. When I stated the purpose of my visit Mr. Tusting, always a busy man, elbowed his work aside and readily consented to talk for the Little Schoolmaster.

"And so you have been a consistent advertiser for twenty years?" I queried upon learning from Mr. Tusting that he had been in the piano business that length of time.

"No; I wish I had been. I only commenced to advertise in earnest four or five years ago. And through my advertising in that period I have built up a business extending all over the State. Let me prove that to you," he said, referring to memoranda close at hand. "Out of fifty sales recently made only five pianos went to customers in this immediate vicinity. The rest were scattered throughout the State."

"Then you credit your outside sales solely to your advertising?"

"Yes; advertising in various forms. Otherwise, I have reason to know, my sales would have been limited."

"You pin your faith largely to newspaper advertising, I take it?"

"As a matter of course—especially during the past two years. I will have nothing to do with programmes and other like schemes, except in some cases where I feel obliged to support a worthy organization that, in promoting an entertainment, gets up

a programme as a means of increasing its revenue. But newspaper advertising I find pays me best. I use plenty of space. My advertisements average from seven to ten inches, double column; and on special occasions I use a larger amount of space."

In response to my inquiry as to what particular style of advertising he found most profitable, Mr. Tusting replied:

"In my business there is a purpose beyond that of merely exchanging pianos for money. There is an underlying principle, an object, a purpose always kept in view, and that is to give the best make and the best instrument of that make for the money a customer wishes to invest. This fact I endeavor to make a prominent feature in all my advertisements; I have reiterated it again and again and again. It is not only a fact, but it is so exceptional a fact in our line of business that I wish to burn it in, so that it will never be forgotten. And further, I want my name to stand for the instrument I handle—to be a synonym for pianos—so that 'when you see one you think of the other.' See? I want people to have confidence in me; that I will do as I say, and that if anything is wrong I will make it right. I pay no attention to belittling my competitors. I never misrepresent things."

"Have you any methods of advertising other than the newspapers?"

"Lots. Here's one." And taking from a pigeon-hole a bulky envelope Mr. Tusting handed me a package of seven cards the size of a postal and numbered consecutively. Each card contained a question relating to pianos.

In the selection of mediums Mr. Tusting uses the daily papers of his own city and the more prominent weeklies of the county, as well as home journals in the State. He is fully acquainted with PRINTERS' INK as the exponent of advertising. He has just inaugurated an advertising contest among the boys and girls of the vicinity, offering a prize of \$15 in gold for the best piano ads submitted.

# OHIO'S LEADING EVENING NEWSPAPER.

## **The Cincinnati Post**

PUBLISHES DAILY AT THE HEAD OF  
ITS EDITORIAL COLUMN THE FOLLOWING  
SWORN STATEMENT AND  
GUARANTEE TO ADVERTISERS.

STATE OF OHIO, HAMILTON COUNTY, ss:

Personally appeared before me, Milton A. McRae, President and General Manager of The Post Publishing Company, of Cincinnati, Ohio, who being duly sworn, made oath and said:

The total circulation of The Cincinnati Post for the year 1901 was 49,522,152. The daily average circulation of The Cincinnati Post for the twelve months of 1901 was 139,048 copies.

MILTON A. McRAE.

Sworn to before me and subscribed in my presence this third day of January, 1902.  
[SEAL.] ALFRED G. ALLEN, Notary Public, Hamilton County, Ohio.

### **GUARANTEE TO ADVERTISERS.**

The Cincinnati Post guarantees to every advertiser that its daily average bona fide circulation for the twelve months ended December 31, 1901, was 40,000 greater than that of any other daily newspaper published in the State of Ohio, The Cleveland Press alone excepted, or no charge will be made for advertising.

The above is sure protection to its advertisers, as the POST stands ready to make this guarantee good. THE CINCINNATI POST is the people's paper of that section. It goes into the homes of the buying classes and brings more results at less cost than any of its contemporaries.

THE CINCINNATI POST, together with the ST. LOUIS CHRONICLE, the CLEVELAND PRESS and the COVINGTON KY. POST comprise the four successful newspapers of the Scripps-McRae League.

These four desirable newspapers have a combined daily output of over 314,000 copies and give more real value to advertisers than any other list of daily newspapers in the country.

## ADVERTISING A SUMMER HOTEL.

Before the summer resorts became so numerous, and when every one of importance was well known on account of its age and the "puffs" given to it by editors who had been hospitably treated within its walls, much expenditure of money was not necessary on the part of hotel proprietors. An annual invitation to the editors of several of the most influential newspapers to go and spend their hard earned and much needed vacations at the hotel "as a guest of the proprietor" was usually productive of as much advertising "free of charge" as would represent a solid sum in hard cash had the space been paid for. For those were the days when the editor was not so afraid of the business end of the paper as he is to-day.

But, with the discovery of new health resorts, and the renovation and growth of old ones, there came a realization of the fact that competition had rendered necessary forms of publicity that would cost money and plenty of it. Formerly the gratuitous reading notice answered the purpose of exploiting the house to the public, but the moderns did not have time for reading notices. They needed bold display to attract the eye and catch their attention. Something big enough and personal enough to interest and convince them. Where the selection of a holiday resort was limited to a few, little advertising was sufficient for those few, but when they grew in numbers so that they almost elbowed each other, then it became necessary to specialize the attractions and hold them up to the admiration and acceptance of the holiday seekers.

Big display, pictures of the hotel, elaborate descriptions of its comforts and its surroundings, superseded the half column reader, and even then the competition became so great in the best newspapers that other forms of advertising had to be thought out and put in practice. Some of the larger summer resorts have published

regular weekly papers of their own and send them broadcast to addresses in the "elite" directories of certain cities. Booklets, ornate in art and insidious in letterpress, have been printed by the million and distributed all over the country. Framed photographs of some of the greater hotels have been hung in railroad stations and places frequented by the public. In short, almost everything in the way of advertising has been done to put forth the claims of most of the hotels and summer resorts of the country.

It must candidly be admitted that, in spite of our rapid growth in population, the increase in hotels and summer resorts has far outstripped it in proportion. Possibly we ought to admit that the habit of seeking vacations in these resorts has become more popular of late years, but it would certainly seem as if there were summer hotels enough to comfortably house twice as large a holiday-seeking population. And the fact that there are so many of them bidding for trade has made extensive advertising necessary with all—to the benefit of every known form of publicity.

The newspapers naturally get the largest share of this advertising, but an immense sum is spent annually in the preparation and distribution of suitable booklets and circulars. Indeed, there are firms that make a specialty of writing, illustrating and printing this class of advertising literature exclusively.

The booklet is an excellent form of advertising for the average summer resort. It should be gotten up in a style becoming the dignity and splendor of the place it advertises or it will fail to impress. If it be gotten up cheaply it would be better to leave it alone. Good and accurate illustrations—say halftone work—of the exterior and interior are recommended, for everybody wants to know what the place looks like where he or she is going to visit. Descriptive but not lengthy matter, if written in an entertaining and convincing style, should accompany the picture.

# IN THE PUBLIC EYE

## 1901



### AT HOME THE CALL IS STRONGEST.

"We exceeded the amount of our contract by more than 25 per cent. We were more than satisfied with the results."

S. N. WOOD & CO.,  
San Francisco's Leading  
Clothiers.

"I can heartily recommend it as the best advertising medium in the city, as my business has increased sixty percent more than the preceding year, which improvement I attribute largely to advertising in the CALL."

JOE ROSENBERG,  
San Francisco's Bargain House  
in Ladies' Wear.

"I have closed a two years' contract with the SAN FRANCISCO CALL. The paper has satisfied me that it reaches the people and draws trade."

C. A. RUCKEL,  
Swift Specific Company.

"Close the contract for the Wine of Cardui, advertising with the SAN FRANCISCO CALL. Nearly all of its circulation goes to the homes."

J. A. PATTEN,  
Secretary of The Chattanooga  
Medicine Co.

"I do not see how it is possible for the general advertiser to take up San Francisco and ignore the CALL."

MAHIN ADVERTISING CO.  
John Lee Mahin.

"We can definitely trace results. Our records convince us that there is no better advertising medium on the Pacific Coast."

PATTOSIEN COMPANY,  
The Largest Furniture and Carpet House in the West.

The CALL'S Circulation Records are open to legitimate advertisers. It guarantees an average daily circulation in excess of 60,000 copies.

The CALL prints more inches of Display Advertising every month than any other San Francisco Morning Paper.

IS THAT ANY ARGUMENT FOR YOU?

NEW YORK OFFICE  
30 TRIBUNE BUILDING  
STEPHEN B. SMITH  
Special Representative.

CHICAGO OFFICE  
MARQUETTE BUILDING  
C. GEO. KROGNESS  
Special Representative.

JOHN D. SPRECKELS, Publisher and Proprietor  
SAN FRANCISCO, CAL.

## HIS ROYAL HIGHNESS, JOHN SMITH.

All advertising roads lead to the consumer. They may meander from manufacturer to jobber, past the wholesaler and the retailer; they may be crowded with drummers and pushcart peddlers; but they arrive in their own good time at the door of John Smith, consumer-in-ordinary to the industries of the world. Latterly, in the reorganization of commerce, it has been found profitable to build one's own special advertising road, striking off in a bee line through new territory. Hence the mail order trade, and the agitation for a fractional currency and a parcels post.

There is no need to write advertising for any mortal on earth but John Smith—unless it be for Mrs. John, his purchasing agent. It is the business of the advertiser to study John Smith, leaving out all other mortals. Call him by a prettier or more scientific name—"human nature," for an example—but never forget that he is the legitimate point of attack for all advertising.

Watch his joys and his sorrows, his fads and foibles, his going in and coming out, his health, sickness, work, play, his likes and his aversions, his wife, babies, cousins, mother-in-law and Uncle Hiram. He is the disburser of billions. The great cities, railroads, the fleets, forts, factories, palaces and libraries, all belong to him. He bought them all, and many of them he bought a nickel at a time by the installment plan. Be his friend and his temporal keeper. The more you do for him the higher will you stand in his good opinion. But let him know, tactfully, what you are doing. Modesty is wasted upon him as much as ostentation. Of these two evils the last is least harmful.

Tell him about your goods. Tell him how you make them. Tell him how you would like to make them in certain cases. He is a busy ruler, and has little time to go and see how things are made—the thousands of things that he eats, wears, works with and plays

with every year. Yet he is interested in such matters, for the making of things is the industry that he is carrying on himself.

On some sides of his nature he is a fool, wherefore many sellers find profit in taking advantage of his foolishness. But they seldom find lasting profit. If you are to remain upon his list of purveyors you will find far more profit in correcting his follies, helping him to wise selections. He is sometimes exasperatingly deliberate in paying dividends upon honesty and candor, but he is amply able to pay.

He is none too original in his ways of thinking, and loves simple propositions. He has little invention, and takes most things at second-hand—his reading, his games, his wife's bonnets and his baby's shoes. But he appreciates invention in others when he can be brought to see its practicability. And one of the most lasting traits in his character is curiosity—he wants to know.

Many advisers will tell you that he is surrounded with retainers who know his special language, and that you would better speak through them. In some cases this is true. But he is tolerant, and prone to grant audiences. Press your suit at an opportune hour. Don't catch hold of his skirts in the streets, but be on hand when he gives audience—in the newspapers, cars, theater programmes, magazines. Be brief and pointed, using accessory things to liven the tale, but don't try to gain his good will by cutting foolish capers. No applicant at any court ever furthered his suit by standing upon his head.

Above all, never lose sight of the fact that he rules the world. He is the advertiser's Rome, and all roads lead to him.

NEXT time that you ride in the street cars notice the card printed in one style of type, straight across the space, sans frills. You will never find one that is wrong. See how the same principle works out in periodicals and business literature. Frills are usually synonymous with folly.



# Unsolicited Testimony from a Worthy Source.

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The Pittsburgh Times brings a much larger volume of inquiry than any other paper, indicating that its readers are well-to-do and have money to save and to spend. Over 14,000 new deposit accounts opened by this bank last year.

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Deposits \$11,500,000.

Four Per Cent Interest.

## Pittsburgh Bank for Savings

JAMES S. KUHN, PRESIDENT  
WILLIAM ROSEBURG, VICE PRESIDENT  
WILSON A. SHAW, VICE PRESIDENT  
WILLIAM J. JONES, SECRETARY AND TREASURER

ESTABLISHED 1862.

FOURTH AVENUE AND SMITHFIELD STREET

Pittsburgh, Pa., March 21st, 1902.

Pittsburgh Times,  
4th Avenue, City.

Gentlemen:—You will no doubt be pleased to learn that our advertising in the Pittsburgh Times has brought us a much larger volume of inquiry, especially in regard to our Banking by Mail system, than any other daily paper. As we are enabled to keep a very accurate record of the returns, we speak with a definite knowledge of the facts.

Very truly,

Pittsburgh Bank for Savings,

By WM. J. JONES,

Secretary-Treasurer.

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Daily Average Circulation for March

**65,119**

## A CONTROVERSY.

Office of  
BUFFALO GLOVE AND WHIP M<sup>r</sup>.Y.

L. Baker, Prop.

775 and 777 Seneca street.

BUFFALO, N. Y., March 26, 1902.

## Editor of PRINTERS' INK:

Our attention has been called to the following which appears in the last issue of *Lewis-Phila*:

"Buffalo has furnished my files with a choice collection of 'grafters.' When I first went into business I had correspondence with a whip concern. The head of the firm is reputed to be a wealthy man, an intelligent man and a fairly honest man. He got me to design him some cards. I designed them, wrote them, sent them to him. He wrote me a letter every day until he got them, then I never heard anything more from him until I prodded him so hard that he wrote back, and with calm impudence told me that he would not return the sketches, that they had been 'misaid,' that he did not care for them, anyhow.

"Well the long and short of it was, he lied. He still has them."

As we happen to be the only whip men in the great city of Buffalo and as we had some unpleasantness with Mr. Lewis a couple of years ago, we know that the article is for our benefit.

We did not "get" Mr. Lewis to design us some cards. He wanted to design them. Asked us to send him some samples of our advertising, as he wished to prepare some designs which "if you like we can talk business."

We did not send him a letter every day until we saw his product—not a single, solitary letter from us can be produced by Mr. Lewis between the date we accepted his offer of sending the designs and the date he did so.

The designs reached us about two weeks later and proved very much inferior to the advertising we had sent him, so we thought it useless to talk business. Mr. Lewis was not content to let the matter drop and wrote asking why he had not heard from us. We replied saying in a courteous manner that we did not think his work would pull better results than our own advertising. This astonished him and he wrote sharply about getting up the ideas, paying postage, etc., would thank us to return his work and "would leave the matter of advertising to your initiative so far as we are concerned."

As he looked at the matter in this injured way, we replied we would gladly return his sketches but inasmuch as we had sent him samples which were better than his, he should return them also.

He could not see the matter that way, so his sketches still lie here—worthless to us and never "touched" for an idea for a very good reason.

Never said they were misaid.

We thought he was through with us, but on March 10, 1900, he wrote saying he would be in Buffalo at a certain time and would take a great deal of pleasure in calling upon us relative to our advertising, etc. We replied that it would be useless for him to call at that time, as we were not then in a position to use any of his work. He

again became indignant and wrote in an insulting way.

Now, if Mr. Lewis wishes to continue the controversy, let him publish in *Lewis-Phila* his original ad in *Business* which led to the correspondence and also publish all the letters which have passed between us, leaving none of them out and not altering them in any way. This will be an easy matter in view of his excellent filing system described on page 32 of the same issue of *Lewis-Phila*. Then his subscribers can judge which of us is the more apt pupil of Ananias.

We apologize for inflicting the above on the readers of PRINTERS' INK, but that word "lied" sounds very harsh and we just could not let it pass without challenge.

BUFFALO GLOVE AND WHIP M<sup>r</sup>.Y.

## ON CUT RATES AND SUBSTITUTION.

EXECUTIVE COMMITTEE,  
THE NATIONAL ASSOCIATION OF RETAIL  
DRUGGISTS.

Office of the Chairman.

LOUISVILLE, Ky., March 31, 1902.

## Editor of PRINTERS' INK:

Referring to your article on substitution in the issue of March 26th, the necessity of establishing corporation stores for the purpose of maintaining prices and remedying the cut rate evil could be easily avoided and quicker and better results, in my opinion, could be obtained and at little or no expense. The majority of the leading proprietaries are now marketed through a list of distributors, about three hundred in number. Let the manufacturer send to each of these distributors at once a sufficient number of contracts to supply each of his patrons (retailers) with a copy for his signature—in which he will agree with the manufacturers that after July 1, 1902, the retail price as fixed (by each manufacturer) shall not be raised. A violation of the contract, not only forfeits the privileges of buying the goods for the distributor, but renders the retailer liable for such sum as damages as may be named in the contract. Then contracts are to be sent out with the invoices as rapidly as orders may be received for the respective articles, but after July 1st no goods of this manufacture will be supplied to any one who has not signed a contract. It is my opinion that in three months 95 per cent of the contracts would be returned signed, and even the cut rate stores could be controlled by such an agreement. While this is based on the Worcester plan, there is no cumbersome machinery attached to it, as I believe the jobbers would willingly contribute their assistance to having the contracts signed and registered, as they would be greatly benefited, not only in increased rates, but in making collections. The proprietor must be also greatly benefited, as if the retailer could secure a profit upon the goods, he would not care to compete, even with his own products.

Respectfully, SIMON N. JONES.

ABUSE is the unconscious tribute that failure pays to success.

## BLAMES PATENT MEDICINE PEOPLE.

A. R. OTIS.

Wholesale and Retail Druggist. Physicians' Supplies.

KENDALLVILLE, Ind., Mar. 31, 1902.

Editor of PRINTERS' INK:

I have read the article in your journal of March 26th, regarding substitution of patent medicines, and I believe that the bitter feeling that prevails is due to a large extent to the patent medicine people themselves. In a great many cases they have advanced the prices very much and with the cut rates prevailing it has simply made a great many druggists sore. Then all medicines are included in the "your own preparations" sale by them and this of course hurts all the firms. This bitter feeling prevails all over and many druggists that I have talked with seem to have it in for nearly all medicine firms and are pushing their own make goods; there are some exceptions of course. As for myself, I never allow another medicine to be sold other than the one called for, neither have I any of the substitutes to work off, as I think, inasmuch as the firms spend their good money, they should have some consideration at the hands of druggists. That the druggist can change many sales is a fact. There seems to be from some medicine firms a feeling of hatred against the druggists and this intensifies itself with the druggist. This condition will prevail as long as nothing is done to try and remedy this, and there does not seem to be much effort on their part to do so, as this looks this way from the eyes of many druggists. As your article states the cut rate stories are responsible for this, and perhaps the firms by this time are fully aware of this fact, and the co-operation of the druggist and patent medicine firms in some way better than what has been done or will try to be done by the N. A. R. D. is the problem to solve. The success of the American Book Publishers in a year's time seems to me what the patent medicine people should try and do, as I understand the cut prices on the sale of books are about over with or at least the prices are raised so that they are but little underneath the prices at which the ordinary dealer can sell them for. If the publishers' association can do this where the books are mostly sold through jobbers I believe the patent medicine people can do the same.

Yours truly, A. R. OTIS.

## WANTS A PUBLISHER.

PELLA, Iowa, March 26, 1902.

Editor of PRINTERS' INK:

I would like to enter your ad competition could I find a publisher that would publish my ads. Do you know of any publisher that would publish my efforts?

RICHARD A. SYBENGA.

No salary is too high to pay to Mr. Not-Afraid-of-Responsibility. He is priceless.

Success in business is like a cloud-capped mountain peak. The climber fearful of bruised hands and torn clothes will never gain the top.

## AN AD SOCIAL.

THE YOUNG MEN'S CHRISTIAN ASSOCIATION OF THE CITY OF OMAHA.

OMAHA, Neb., March 31, 1902.

Editor of PRINTERS' INK:

In *Methodism* the Epworth League advertises the Church.

This idea was fully carried out by the Leaguers of the First M. E. Church of Omaha, at their monthly social held last week. For want of a better name the affair was called "An Ad Social." It was planned and carried out by the members of the Social Committee. From magazines, papers and periodicals were clipped fifty of the most familiar illustrated ads—familiar, not so much on account of their reputation as their real forceful appropriateness.

These ads were then mounted on gray photo mounts, so that no name appeared. Printing, such as "It floats," "He hears his master's voice," etc., was left exposed just to encourage the doubtful ones. At the home where the social was held the cards were pinned to articles of furniture, curtains and tapestry. As the guests arrived each was provided with paper and pencil. On the paper were fifty blank lines—numbered from one to forty-nine. As the young people entered the parlor they were confronted by the head and shoulders of "Swoboda." On each card they found a number, and turning to their own paper they wrote opposite this number, what or whose they thought the ad to be. They brightened up at "Sapolio," they rested on the "Ostermoor Mattress," General Arthur didn't interest the ladies and "Mennen's" was passed up by the men. Over 75 people spent nearly two hours working out the various illustrations. Every ad was familiar to nearly every one, but many failed to associate the name of the firm with the cut.

Here is a moral: "Don't let your name get lost in the ad."

About 60 per cent of those present were able to fill out every blank correctly. Keep PRINTERS' INK up to its present high standard. Yours for success,

CHAS. D. I. KIEFFE.

## THE "MIRACLE PILLS."

MARKS DRUG COMPANY, (Inc.), ASHLAND, Ore., March 24, 1902.

Editor of PRINTERS' INK:

It is my opinion that the firm advertising Miracle Pills in two hundred Canadian newspapers, and offering a \$1,500 automobile to the person returning the largest number of coupons taken from the pill boxes received only one reply:

1. The offer savored too much of the catch advertisements in the cheap story papers.

2. Being in the drug business I know that the average person buys only one or two boxes of pills in a year. More pills than he can use are absolutely useless to him and he will not buy them, and having only one, two or even five coupons he will not trouble himself to send them in, as he very naturally supposes that some one else will have a great many more than he has collected.

Yours very truly,

W. O. MARKS.

### THE LITTLE SCHOOLMASTER IN A GOOD PLACE.

General Office,  
YOUNG MEN'S CHRISTIAN ASS'N.  
1731 Arapahoe street,  
DENVER, Col., March 21 1902.

Editor of PRINTERS' INK:

We desire to acknowledge receipt of your publication during the year past and to express our appreciation of your kindness in contributing your paper to our reading rooms.

We are now receiving about 150 periodicals on our contributed list, which are placed at the disposal of our large membership of 1,200 members, besides the large number of visitors who frequent our public reading room. We are grateful to you for the copy of the paper that is still coming regularly to the association. Very respectfully yours,  
W. M. DANNER, Gen. Sec.

### GOLD MARKS CLAIMED FOR NEW YORK "STAATS-ZEITUNG."

"TEACHERS WORLD."

A Journal of Methods, Aids and Devices.  
13 Astor Place, New York, N. Y.  
NEW YORK, March 31, 1902.

Editor of PRINTERS' INK:

Should not the New York *Staats-Zeitung* be classified with the Bull's Eye list? This paper is the oldest German paper published in the United States (1834) and goes into the homes of the better classes of our great German population and when quality is considered in German publications the *Staats-Zeitung* stands pre-eminently at the head of the list.

I notice under your recent list (66) not one German paper is listed and think that surely the German element in the United States is quite a factor.

Yours truly, LOUIS RATZEL.

### A SUGGESTION.

"POULTRY TOPICS."  
St. Joseph, Mo.

WARSAW, Mo., March 24, 1902.

Editor of PRINTERS' INK:

I have just read that you are to give a Sugar Bowl to the agricultural paper that better serves its purpose, etc., and I have thought it a very fitting thing for you to do to offer number eight to the poultry journal that best serves its purpose.

There is a very respectable turnout of this class of publications now, and they cater to the most important class of all, and in view of this fact I trust that you will give this matter some thought soon. Yours truly,  
FRED H. PETTS, Editor.

AGE at the wheel of the ship of business—youth in the engine-room.

The employer who is a bully and the employee who is a lickspittle are well matched. Each would be the other if he weren't himself.

SOME merchants' principles are like family heirlooms. Now and then they're taken out, exhibited with pride—and then carefully packed away.

### THE AD SCHOOLS.

THE UPJOHN PILL & GRANULE CO.  
Manufacturing Pharmacists.  
KALAMAZOO, Mich., March 26, 1902.

Editor of PRINTERS' INK:

Do you regard the correspondence advertising course given by George H. Powell, No. 5 Beekman street, your city, as a practical method for one to get an insight into the matter of advertising? There is also another course given by E. St. Elmo Lewis, Philadelphia.

Very truly yours,

F. S. CHILDS.

PRINTERS' INK has treated this question in an exhaustive article in its issue of January 1, 1902. It aroused at the time considerable discussion, and brought forth a good deal of praise from some and perhaps more abuse from others, according to the degree of disinterestedness of the parties. The Little Schoolmaster, however, still fully asserts his opinions set forth at the time mentioned above.

### NOTES.

E. D. MANN, former editor and publisher of *Town Topics*, died at Phoenix, Arizona, March 30.

THE Chicago Newspaper Union has made a booklet of ten newspaper ads, designed to advertise the products of Libby, McNeill & Libby in its list of weekly papers.

THE Winans Advertising Company, 1216-17 Vanderbilt Building, New York, was made a corporation on March 19. The active management of the concern is in the hands of Theodore S. Winans, the secretary.

THE latest folder of the Great Northern Railway is unusually comprehensive, containing not only the bald information common to railroad time tables, but many interesting pictures and out-of-the-way facts as well.

THE Penn Chemical Works, Philadelphia, advertises Banner Lye in a handsome little booklet. The printing is in the simplest, sanest style, and the facts and arguments presented are thoroughly convincing.

THE only real "startling reduction" on record is that credited to the late Hugh O'Neill, the Sixth avenue merchant. Three years ago he had laid in a large Christmas stock of bisque dolls, priced from \$5 to \$25. On Christmas eve the greater part of these dolls remained on the counters, and he suddenly announced that all would be cut to twenty-five cents. There was a stampede, and within a few minutes every doll had been sold.

THE Waring Tailors, 26 East 33d street, New York, issue a spring announcement that announces nothing in particular. The public is not interested in the fact that a merchant is "now prepared to show a full and complete

line of all the newest and most fashionable fabrics, carefully selected from the best products of the foreign and domestic looms." When a merchant is in that state of preparedness it is best to show goods forthwith, by pictures and unhackneyed text.

### Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

#### WANTS.

FOR VISITING CARDS—see ad below.

**PIONEER** stories wanted. Sample copies 10c. POST, Mt. Morris, N. Y.

**SPACE** wanted in exchange for MSS. DERLIN S. BENEDICT, 979 N. Clark St., Chicago, Ill.

**BOOKS** of advertisements wanted in wholesale lots. Will make bid on closing a job lot. C. A. STUMP & CO., Ashland, O.

**WANTED**—Agent, all cities, to represent an 18-year old trade paper on commission. Address R. 331, 317 Dearborn St., Chicago.

**MORE** than 200,000 copies of the morning edition of the World are sold in Greater New York every day. Beats any two other papers.

**PURCHASER** for formula of temperance beverage—whiskey that cannot intoxicate. DR. W. H. MORSE, Westfield, N. J.

**DON'T** buy ready-made ads. Secure individually by having yours written to order. Let me know what you want. "IDEAS," Printers' Ink.

**TRADE** paper in the South wants advertising solicitors for New York, Boston and Philadelphia. Big commission to producers. Address "W. J.," Box 267, High Point, N. C.

**ANY** advertiser who has not sufficient work to employ a man's entire time can make a very advantageous arrangement with experienced advertiser. "OPPORTUNITY," Printers' Ink.

**WANTED**—Country publishers can learn of a sure way to increase their circulation. No charge of any kind for the advice. Address THE AMERICAN LITERARY MAGAZINE, Lancaster, Pa.

**EXPERT** character reader from handwriting desires position, or will manage graphology department for newspaper or magazine on percentage of returns. Address "H.," Box 103, Locust Valley, N. Y.

**100** VISITING or Professional Cards and real leather card case, postpaid, for 50c. One, two or three lines of printing; script or roman type. Write plainly. LEROY ENGRAVING CO., Fourth St., near Chestnut, Philadelphia, Pa.

**MANUFACTURERS**—Send me catalogues or descriptive circulars. I want a few good lines to handle for Pacific Coast trade. May lead to something of mutual advantage. JOHN LEWIS CASS CO., 410 Market St., San Francisco, Cal.

**ORDERS** for 5-line advertisements 4 weeks \$10 in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

**A** man well qualified to act as advertising manager for concern doing largely trade paper advertising. Manufacturing and trade journal experience. Practical knowledge of printing, photography, etc. Age 30; salary \$1,500. "G. S.," 2267 Adams St., Chicago.

**WANTED**—Party competent to take charge of preparation and printing of circulars, catalogues, etc. Knowledge of photography and ability to sketch designs, etc., essential. State experience and salary. Address "HYDRAULIC MACHINERY," care Printers' Ink.

**A** DWRITER—Young man wishes position with department store or clothing house. Well-written ads; attractively displayed. Have produced good results for others; can do the same for you. Good chance to secure moderate salary, man, progressive, brainy. Address "SUCCESS," Printers' Ink.

**AGENTS** WANTED to sell line cuts with their line on commission, or entire time on salary. MANUFACTURERS' OIL CO., Cleveland, O.

**CANVASSER** wanted to sell PRINTERS' INK—a journal for advertisers—published weekly at five dollars a year. It teaches the science and practice of Advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address PRINTERS' INK, No. 10 Spruce St., New York.

**I** AM open for proposition to personally superintend all details connected with pushing a high-class proprietary medicine, food or specialty anywhere. Have had 15 years' experience. Know my business thoroughly. Will accept moderate salary until ability to produce results is demonstrated. Highest references; age 35 years. Address "X. L.," Printers' Ink.

**WANTED**—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address GEORGE F. HOWELL & CO., 10 Spruce St., New York.

**WE**LL established type foundry is looking for traveling salesmen, either ready made or partly made. By the latter we mean that some practical printer and newspaper man might make a perfect fit in this position. Good character, good address, energy and selling ability absolutely essential. If this seems pointed at you, write and tell why, in a way a stranger can understand. Address "A. N. W.," care Printers' Ink.

#### FOLLOW-UP SYSTEMS.

**PRINTED** matter telling all about them free. THE SHAW-WALKER CO., Muskegon, Mich.

#### FOR SALE OR EXCHANGE.

**COMPLETE** daily newspaper plant in a Democratic city of 12,000 inhabitants with no Democratic daily. Address "A. K.," Printers' Ink.

#### ELECTROTYPES AND STEREOTYPES.

**E**LECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

#### NEWSPAPER BROKER.

**MAKE** your wants known—to know them is to supply them. Original methods of A. H. SMITH, Newspaper Broker, Earlville, Ill., please buyers and sellers. Reliability, discretion.

#### SUPPLIES.

**W. D. WILSON** PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

#### STOCK CUTS.

**PROOFS** of stock cuts if you write on business letterhead. STANDARD ENG. CO., New York.

**WE** took an order with deposit for about 100 2 1/2 half-tones from a college university paper. They have never been called for. Paper has suspended. Will sell these cuts for best offer. STANDARD, 61 Ann St., New York.

#### BUSINESS OPPORTUNITIES.

**I**NCREASE income without loss of time, investment of money, or neglect of regular business, by working in connection with the FINANCIAL INQUIRER, 55 Liberty St., N. Y. No matter where located. Particulars and sample copy on application.

**\$400** WILL START YOU IN BUSINESS. Not a "hole in the wall," but a full-rigged store of all new goods, with absolutely unlimited possibilities for growth. If you have no location in mind, I will help you find one. No charge for information or services.

G. S. BUCK, 187 Quincy St., Chicago.

## SPECIAL EDITIONS.

WE will send while they last a copy of a cork-tag good special edition that we illustrated. THE STANDARD ENG. CO., 41 Ann St., N. Y.

## NAMES FOR SALE.

MIALING LIST of 400 heads of families on rural mail routes; corrected each week. Never before offered; 75 cents. Look Box F, Kanawha, Iowa.

## TO LET FOR BUSINESS PURPOSES.

STORE and basement, 55 Boce St., near Chambers; good location for printers' materials; rent reasonable. Apply to WALKERS BROS., 399 1/2 Broadway.

## PRESS CLIPPINGS.

UNITED STATES PRESS CLIPPING BUREAU, 135 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

## LINOTYPE AND STEREO TYPE METAL.

MANUFACTURE the best linotype, stereotype and electrotpe metals in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 174 Hudson St., N. Y.

## MAIL ORDER.

BIG MONEY made in Mail-Order business. Our plan for starting beginners is remarkably successful. Write for it, free. CENTRAL SUPPLY CO., Kansas City, Mo.

## ORIGINAL DESIGNS.

ORIGINAL designs for catalogue covers, letter-heads, newspaper and magazine advertising. Specially designed sketches submitted free. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

## ELECTROTYPES.

WE give special attention to making of good electrotypes for newsr ads. Prompt. Out-of-town work done carefully as city. RAISBECK ELECTROTYPE CO., 24-26 Vandewater St., N. Y.

## ADVERTISING SPECIALTIES WANTED.

WESTERN specialty house is in the market for high-grade advertising specialties. Manufacturers are invited to submit prices on wholesale quantities. MILL CITY SPECIALTY CO., Minneapolis, Minn.

## NEWSPAPER FOR SALE.

FOR SALE—Commercial journal, in 17th year, fine patronage, exclusive territory, owner's time occupied on other publications. Good opening for live trade journalist. Write BARRICK PUB. CO., Kansas City, Mo.

## HIGH-GRADE MAIL-ORDER SPECIALTIES.

WANTED—A Western specialty house desires to get catalogue or circular and prices on wholesale quantities, from manufacturers of new and up-to-date specialties suitable for the mail-order trade. MILL SPECIALTY CO., Minneapolis, Minn.

## PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 506-page list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N. Y.

## NEWSPAPER PUBLISHERS.

COLORLED MAGAZINES, cartoons, etc., may be quickly and economically produced by my method of making plates for same. One man can turn out from a black key plate, three color plates, which will combine and print seven colors in five hours at a material cost of less than sixty cents. Equipment and instruction, \$150. J. H. SWAIN, P. O. Box 733, Pittsburg, Pa.

## CARBON PAPER.

CARBON papers for pen, pencil, stylus and typewriter. Catalogue of 50 varieties for the asking. A liberal supply of samples for 10 cents in stamps. WHITFIELD CARBON PAPER WORKS, Red Bank, N. J.

## MEN'S HATS.

TRY A DANBURY HAT. We will duplicate in style, quality, workmanship and finish for \$2 any \$5 hat sold by retail stores in New York City. DANBURY HAT CO., 22 Desbrosses St. and 303 W. 124th St., New York.

## BUSINESS CHANCES.

I WILL sell or trade for smaller paper more than three-quarters' interest in daily and weekly in an educational center in Illinois. Price \$30,000. Purchaser can take charge at \$200 per month, this salary having been paid advertiser for more than eleven years. Address "B. C." Printers' Ink, New York.

## HALF-TONES.

80 C. for best 1-col. copper half-tone you can get, POSTPAID. MAIL CUT CO., PHILA.  
75 C.—Newspaper single column half-tones. KNOXVILLE ENG. CO., Knoxville, Tenn.

YOUR circulation will grow if you use home illustrations. STANDARD OF NEW YORK 61 Ann Street.

## ADVERTISING NOVELTIES

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

MADE FROM SPIKE NAILS—Knives, forks, spoons, best attraction for resorts, exhibitions, advertisers, etc. Samples, Pan-Am. Expo. souvenirs, 25c. Booklet for asking. WICK HATHAWAY'S CONCERN, Box 100, Madison, O.

## EXCHANGE.

EXCHANGE what you don't want for some thing you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

## ADDRESSING MACHINES

MYERS BROS. Label-Pasting Addressing Machine, \$10. P. O. Box 449, Philadelphia.

THROW away your old matter. Fire it out. Never mind what it cost: it's costing you more to maintain than you can afford. Adopt F. D. Belknap's New Rotary addressing machine. Send for booklet. F. D. BELKNAP, 290 Broadway, New York.

## ILLUSTRATORS AND ILLUSTRATIONS.

MAKE YOUR ADS  
STICK OUT.

Single-column cut of your signature, \$1.25. Double column, \$1.50. THE ILLUSTRATORS, 313 W. 121st St., New York.

THE largest and most varied collection of line and half-tone illustrations for advertising and other purposes in the world. A beautiful Picture Book. Postpaid 50 cents (refunded). SPATULA PUBLISHING CO., Boston

## MAIL ORDER BUSINESS

SMITH, Box 1990 New York, will outline a mail order scheme for you and tell you how to handle replies.

FORTUNES are being made advertising and selling goods by mail, be your own employer; start anywhere, on any amount of money you can spare: from \$20 to \$5,000 weekly is made by others, our brochure gives valuable information; sent free for a stamp.

SAWYER PUB. CO.  
225 Temple Court. New York City.

# This page will not appear again

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**T**O anybody who wishes to advertise in PRINTERS' INK among the classified advertisements, we will make a special proposition covering the months of March and April, 1902, *viz.* : he may send an advertisement as large or as small as is desired; we will set it in type, ascertain exactly how much space it will occupy, show a proof, and then allow the advertiser to order it inserted for as many or as few times as he desires, at

## T E N C E N T S A L I N E

He will be required to send the money with the order in full payment, and the acceptance of a second order, or an order for continuance at the same price, cannot be promised after April 30, 1902. The regular price is 25 cents a line. This proposition must be accepted within the time specified, if at all. It is issued as an experiment. If interested, address

P R I N T E R S ' I N K , N E W Y O R K



## COIN CARDS.

**K**ING COIN MAILERS, Beverly, Mass. Samples free. \$1.50 per M in large lots.  
**3** PER 1,000. Less for more; any printing.  
**THE COIN WRAPPER CO.,** Detroit, Mich.

## ADVERTISING AGENTS.

**F**OREIGN advertising is our specialty. We place advertising in foreign dailies, weeklies, illustrated magazines, class or trade journals published in any part of the world; 2,000 foreign journals on file at our office. If your foreign advertising has not been satisfactory, consult us. We will give you unbiased advice or guide you to success. **INTERNATIONAL ADVERTISING BUREAU,** 33 Broadway, New York.

## MAILING MACHINES.

**T**HE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE,** Mfr., 178 Vermont St., Buffalo, N. Y.

**N**O type used in the Wallace & Co. addressing machine. A saving of from 50 to 75 per cent over all systems. The machine does the work of forty expert penmen daily. Mailing lists addressed in fac-simile typewriting directly on wrappers, envelopes, postals, etc., automatically at the rate of 100 per minute. Our success has caused many so-called addressing machines to appear in the market, but our machine is the only simple, practical, successful and economical one now in operation among the large publishers throughout the country. **PAINTERS' Ink, Butterick Pub. Co., Gentlemen's Pub. Co., Cosmopolitan Magazine, Frank Leslie's Monthly, McCall Co., A. D. Porter Co., Comfort, Augusta, Me.; Cushman's Couple, Boston, Mass.; Press Pub. Co., Lincoln, Neb.; Home Life Pub. Co., Chicago, Ill.; W. B. Conkey Co., Chicago, Ill.; Home Magazine, Washington, D. C., and scores of others use, approve and endorse our machine. Send for circulars. **WALLACE & CO.,** 10 Warren St., N. Y. City.**

## PRINTERS.

**W**EKKLY newspapers printed complete, \$2. Samples 10c. **AMERICAN PUBLISHING COMPANY,** Portland, Oregon.

**E**NVELOPES, noteheads, billheads, statements, circular cards, etc., printed 75c. for 500. **STAR PRINTING OFFICE,** Atlanta, Ga.

**P**LEASE remember cheapest place in Southern States to get printing done is **STAR PRINTING OFFICE,** Atlanta, Ga. Samples free.

**5,000** NOTEHEADS, 24. Good paper, good printing. Send copy and cash with order. **JOHN FAWCETT,** Printer, Delphi, Ind.

**I**F we do not satisfy where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.,** 15 Vandewater St., New York.

**1,000** NOTEHEADS, statements or typewriter letter-heads neatly printed, \$1.50; 5,000, \$6.25. Good stock and good work. Ruled work padded. Samples free. **R. MCGREGOR,** Princeton, Ky.

**100** VISITING OR BUSINESS CARDS, including the income tax stamp case, cents. Printed in script or plain type, two or three lines. Name engraved on case. **UPTOWN NOVELTY CO.,** 2342 Warnock St., Philadelphia, Pa.

**A** SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.  
**PRINTERS' INK PRESS,**  
 10 Spruce St., New York.

## PRINTERS' MATERIAL.

**M**ODERN MACHINERY, new and rebuilt. Material, new and second hand. Type, new only, at foundry prices and discounts. Quality above price. From a cylinder to a bodkin furnished. **CONNEL, FENDLER & CO.,** N. Y. City.

## BOOKS.

**D**EPARTMENT STORE DIRECTORY. \$1 postpaid. 253 Broadway, New York.

**P**URE books on avoided subjects. Circulars of these and a trial trip subscription to a Quaint and Curious Magazine, all for 10 cents. Positively none free. **YE QUAIN MAGAZINE,** Desk 1, No. 7 St. Paul Street, Boston, Mass.

**M**AKING A COUNTRY NEWSPAPER—Text-book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, headings, circulation, advertising, daily, law; how to make a newsier and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. **THE DOMINION COMPANY,** 334 Dearborn St., Chicago.

**R**EADY-MADE ADVERTISEMENTS. Messrs. Geo. P. Rowell & Co., 10 Spruce St., New York, send the *Caveat* a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—**CURTIS** *Caveat*. The book will be sent to any address upon receipt of one dollar. **GEO. P. ROWELL & CO.,** 10 Spruce St., New York.

## MISCELLANEOUS.

**\$5, \$10, \$20** genuine Confederate bills, 6c. each. **CHAS. D. BARKER,** Atlanta, Ga.

**\$500** GENUINE Confederate money, only 25c. **CHAS. D. BARKER,** Atlanta, Ga.

**G**ENUINE war papers, containing war news of Civil War, slave sales, etc., 25c. each. **CHAS. D. BARKER,** Atlanta, Ga.

**15** DIFFERENT cancelled genuine Confederate bills and shipmasters for 25c. Address **CHAS. D. BARKER,** Atlanta, Ga.

**P**URE WHISKY, our Kentucky distillation, direct from distiller to consumer. Twelve years old, \$2 gallon. Inclose money order to **POYNTZ BROS.,** Distillers, Maysville, Ky.

**P**ATENTED; and best selling novelty; useful in every business from schoolroom to Senate. Sample 10 cents. **ELLSWORTH SUPPLY CO.,** Ellsworth, Kansas.

**T**HE advertiser has facilities for furnishing information of all sorts obtainable from the Governmental Departments, and the service is rendered for a moderate compensation. Address **A. V. LEWIS,** 739 Eighteenth St., Washington, D. C.

**H**OTEL REGISTERS TO ORDER—Every year, since 1850, we have made thousands of Registers for hotels in every State in the Union. The business has grown continually, because we do just as we say, and make first-class books for \$1.50 to \$2.75. We want your orders. Write for sample sheet and full description. We also print Stationery at the very lowest price.

**H. J. SCHINDLER,** Warren, Pa.

**P**HYSICAL CULTURE FOR BRAIN WORKERS. Brain Energy vs. Brain Fog.

My system of physical culture teaches how to train the nerves to perform the strain that it daily puts upon them.

Banishes nervousness, insomnia and that tired feeling.

Does not build up knotty muscles at the expense of the nervous system.

It makes the blood tingle, the nerves strong and steady, the brain clear and active, the muscles powerful.

It builds children up symmetrically into brainy and robust men and women.

My pamphlet free for the asking.

**PROFESSOR HENRY ULLRICH,**  
 Suite 1503, Masonic Temple, Chicago.  
 Reference, Western State Bank, Chicago.



PAPER.

IF you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. BASSETT & BUTPHIN, 45 Beekman St., New York City.

TO LET.

TO LET—Three offices at No. 10 Spruce St. Rent, \$500, \$250, \$100, respectively. Apply to GEO. P. ROWLEY & CO., owners, on the premises.

FOR SALE.

CYLINDER. Engine, Machinery, Press, Dynamo, Gas-Engine Oils. Best quality; low prices. MANUFACTURERS' OIL CO., Cleveland, C.

BABCOCK Seven Column Quarto Dispatch Newspaper Press, one or two feeders; good order. Cheap, part cash. WHITE, 17 Rose St., N. Y.

FOR SALE—A weekly newspaper in town of 2,500; circulation of 1,000; is a paying proposition. "PUBLISHER," P. O. Box 411, N. Y. City.

FOR SALE, at less than half price, scholarship in Bryant & Stratton's Business College, Louisville, Ky. Address CHAS. D. BARKER, Atlanta, Ga.

FOR SALE—Cottrell & Babcock cylinder press, size for six-column quarto, air springs, tapeless delivery. At a great bargain. NEWS, Northfield, Vermont.

FOR SALE—In whole or part a newly established book and stationery business, with bright prospects, in thriving city. Address "U. S. A.," care Printers' Ink.

FOR SALE—A one-third interest in the WESTERN FARMER AND BREEDER (agricultural paper), published at Sioux Falls, S. D., for \$250. H. P. ROBBIE, Sioux Falls, S. D.

FOR SALE—Agents, farmers' and children's addresses. Guaranteed fresh and reliable. Prices reasonable. Address, with stamp, M. & P. BROKER'S CO., 18 Stafford Bldg., Buffalo, N. Y.

PATENT medicines pay enormous profits. I sell formulas, any medicine, any disease. Have formulated several leading preparations; 25 years' experience. DR. MORSE, Chemist, Westfield, N. J.

FOR SALE—Large 6-page Babcock press, with improved folder; one pony cylinder press, two jobbers, type and other equipment sufficient to equip large newspaper and job office. Will sell quick for \$1,900, worth \$2,500. THE STAR PUBLISHING COMPANY, Muncie, Ind.

FOR SALE—\$100 share of stock in medicine company, pays \$5.32 per month, pays 6 per cent dividend for last 4 years, expects to pay 10. One share sold in a town. Stockholder is representative of company in that city, taking charge of business of company. CARTER'S SMART WEED CO., Erie, Pa.

S SHORT STORY MAGAZINE FOR SALE. Magazine is in its second year; has a good circulation. If taken hold of by parties who could give their whole time to same, there is big money in it. Reasons for selling, present owner has other business. E. E. SMALL, 11 Columbia Street, off Bedford St., Boston, Mass.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

FOR SALE—Newspaper Printing Machinery composed of Scott Press, with Potter folder, prints, pastes and counts four or eight pages, eight columns, 14 inches long; can be shortened; prints from roll 52 inches wide. Stereotyping and press room equipment is complete and in good order, including furnace mould forms, steam table and press, planer and saw; also Scott's shaving and trimming machine.

Seybold Cincinnati Automatic Book Trimmer, belt-driven, takes knife 36 inches long; 36 inches between uprights; square platen 32x24 inches, circular revolving table, 25 inches in diameter. Weight 1,500 pounds. CARLISLE MACHINERY AND SUPPLY CO., Lacock and Sandusky Sts., Allegheny, Pa.

ADDRESSES FOR SALE.

ADDRESSES of 1,000 Jamestown or 500 on rural routes for \$2. R. C. HALL, Jamestown, N. Y., on Chautauque Lake.

120,000 ORIGINAL letters from agents in response to \$40,000 worth of advertising. Price \$1 per thousand, cash with order. JOHN KEMP, 125 East 23d St., New York.

1,000 ADDRESSES N. W. agr'l imp. dealers, mills, elevators, grain shippers, lumber dealers, m'f'rs, etc., for \$3; 2,500 for \$5 cash; 1,000 heads of families, \$2.50. N'west is prosperous. Send to CARL TRIPP, Box 587, Portland, Ore.

AGENTS' LETTERS—We have 10,000 letters from agents who have sent us money in 1901-1902. We will sell a copy of the names and addresses from the original letters at \$1 per 1,000. DOMESTIC MFG. CO., Minneapolis, Minn.

ADVERTISING MEDIA.

HARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

40 WORDS, 5 times, 35 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 7,500.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

PLACE your ads in Capac NEWS. Merchandise and medicine take in exchange for space. THE NEWS, Capac, Mich.

THE ART LEAGUE, New York, can make \$2 special cuts and ads better than others can afford. Tell them your business and wants.

CIRCULATION 100,000 copies unconditionally proven. Rate 60c. a line. UP TO DATE FARMING AND GARDENING, Indianapolis, Ind.

PRICES—REPUBLIC, Springfield, O. Leased wire associated with report. Sworn wire guaranteed by Citizens' Bank to exceed 8,000 daily.

THE peerless advertising medium, UP TO DATE FARMING AND GARDENING, Indianapolis, Ind. 150,000; 40c. a line. Send for copy of "Results."

UP TO DATE FARMING AND GARDENING, Indianapolis, Ind. has the largest circulation of any agricultural paper west of Ohio, and we furnish the proof.

4 PER CENT of sales is what it cost a manufacturer of agricultural implements to advertise in UP TO DATE FARMING AND GARDENING, Indianapolis, Ind. 100,000 proven; 40c. a line.

WATERTOWN STANDARD, D. 6,336. W. 8,100. Eighth year. Strong local paper. LA COSTE & MAXWELL, Representatives, Nassau-Beekman Bldg., New York City.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

THE NEW YORK PHILATELIST, Betts Block, Syracuse, N. Y., reaches students and young people generally, also mail-order buyers. Send a postal card for sample copy, with rates and statement of circulation.

CHURCH PRESS ASSOCIATION MAGAZINES—35,000 circulation. Excellent home medium. Thirty different church journals under one management, printed by THE CHURCH PRESS ASSOCIATION, 200 So. 16th St., Phila.

KEY West Florida. Read and advertise in the Key West FORTRESSER, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages. Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

UP TO DATE—THE RECORD, the poultry and pet stock journal of the 20th century. Three years from January, 1903, to January, 1905, for 50 cents. Send at once. An opportunity of a lifetime. R. J. FINLEY, Ed., Box 385, Macon, Mo.

PEOPLE who want to reach Western readers with their business should consult the HILLING (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

**THE TEMPO**, Louisville, Ky.; high-class magazine. One inch business bringer, one dollar.

**THE ATCHISON GLOBE**, eight pages, is 25 cents a year (weekly edition). It has a rapidly growing circulation; many people like it. The *Atchison Globe* is widely quoted. The *Topeka State Journal* says it is the "best newspaper largely in the west." Address THE GLOBE, Atchison, Kansas.

### SUPERIORITY OF THE "ADVERTISERS' GUIDE."

In the following table is given a list of all the papers on general advertising whose circulations are definitely known, and are over 1,000 copies. Following the name is the rate and circulation, and as the size of column and type used varies greatly, we have placed at the end of the line the cost per thousand circulation of one square inch of displayed advertising matter.

	Col. inch.	Per M. per
White's Sayings (13 ems)	2.50	1,200
Printers' Ink (11 ems)	7.50	13,000
Schomer (13 ems)	1.30	2,082
Mail Order Journal (13 ems)	4.90	10,000
Advertisers' Guide (14 ems)	1.50	5,000

It will be seen that a person who attempts to use any other paper besides the **GUIDE** has to pay two to three times its rate, and as we shall show later, for an inferior circulation. For papers not on the above list, which do not state their circulation, the rates range from three to one hundred times the **GUIDE's** rate. The reason is not that they are worth more, or that cash advertisers can afford more, but that their space is mainly used for exchange purposes, and the publisher puts a high price on his space in order to make good trade. The advertiser with cash can hardly afford such fancy rates, nor the large space competition of those who get their advertising free in exchange. If there is any profit in his scheme, the reader will take it all from him. Besides this, the publisher of the paper competes with him in the general field, using the space which he gets free in exchange to advertise novelties, medicines, etc.

Another important fact is that, with the exception of some weekly newsgathering sheets in New York, all advertising papers except the **GUIDE** are impractical compilations of idle theories and visionary guesswork, and appeal only to amateurs. The leading money-making and money-spending advertisers of the day pass over their pages with hardly a glance. The amateurs that do read them do so much investigating about and so little purchasing that the profits do not equal the expense of answering them. Few have good circulations. In one the price is so prohibitive that it has but few subscribers; the bulk of the circulation being given away to a deadhead audience which never spends money of its own, except for an occasional postal card. Another gets rid of an enormous circulation by duplication, and advertiser subscriber getting as many as eight copies in one month, and at least four copies every month.

In the **GUIDE**, on the other hand, nothing but practical and important matter appears. It prints only facts and statements of actual experiences. There are no alluring plans, unpractical advice, and other elusive matter to catch and mislead greenhorns. It goes to the largest advertisers in the country, and every word is read by them. It has more cash-paid subscribers than any other paper on general advertising. It reaches twice as many general advertisers as any other such paper. Not a line of space in it is sold except for cash, and no one gets it lower than any one else.

A postal card request will bring sample copy. **ADVERTISERS' GUIDE**, New Market, N. J.

### ADVERTISEMENT CONSTRUCTORS.

**GOOD** mail-order ad written, 10c. Circulars and letters. M. H. GANSEY, Norristown, Pa.

**EDWIN S. KARNIS**, writer and promoter of profitable advertising, A 371 E. 43d St., Chicago.

"**BRACE's** ads are just the thing."  
Hear the happy merchants sing;  
"Cost but little, draw the crowd,"  
Shout we now their praises loud."

**FRANK LOUIS BRACE**, 11 W. 106th St., N. Y.

**I** write flights of rhetoric or sound, vigorous business ads—just as you prefer. The latter the better. If you are a retail merchant I will originate and construct four of this character for \$1. The "flights" cost more. **LAIN**, 146 S. Portland Ave., Brooklyn, N. Y.

**SMITH**, Box 1990, New York, will outline a mail-order scheme for you and tell you how to handle replies.

**N. F. SCHOOL OF ADVERTISING**—There is no other profession that pays so well as advertising. Our method of teaching by mail is distinctly different and more practical and our prices are lower than those of other schools. For particulars write to **NEW ENGLAND SCHOOL OF ADVERTISING**, Middleboro, Mass.

**AD** constructors will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

**AD**WRITERS and designers should use this column to increase their business. The price is only 3c a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

**BOOKLETS** and pamphlets of the highest order, only, written for manufacturers, railroads, merchants, corporations and trusts. The writer is author of forty successful books and a thousand booklets, has had twenty-five years' experience on the editorial staffs of leading daily newspapers. All work guaranteed. Communications confidential. Address **COBBE'S LITERARY BUREAU**, Room 6, 115 Nassau St., New York City.

**AD** WRITING MADE EASY—1,500 meaty notices, headings, phrases, catch-lines, etc., suitable for any business and representing the creme de la creme of business brains. Took years of diligent labor to collect, construct and compile. Nothing like them ever published. Saves half the work of writing ads. Bright, snappy, sparkling stuff, each a gem in itself. Relieves that headachy task of "thinking up something as a starter." An almost inexhaustible mine of nuggets to draw from, and a constant source of inspiration to even the most sluggish writer. Price one dollar. **DE BEAR PUBLISHING CO.**, 1917 Eutaw Place, Baltimore, Md.

"**OURS** IS A MONEY, TIME AND LABOR-SAVING INSTITUTION." For 25 years we have made a specialty of Manufacturers' Advertising in what are known as THE TRADE JOURNALS.

We know the best papers to reach any special industry, their credited circulation, influence and advertising rates. We do business on strictly straight lines—don't know how to do it any other way. Let us know your wants and we will help you build up your business. Advertisements written and designed. Our prices are fair every time.

**MANUFACTURERS' ADVERTISING BUREAU**, Benj. R. Western, Prop., 126 LIBERTY ST., N. Y.

**W**HY TURNIPS! The amount of money absolutely thrown away annually on mere "space-filling" in the newspapers and trade journals of this country is an amazing total. To buy space in any really excellent publication, and then to occupy that space month in and month out (sometimes year in and year out) with the same threadbare, conventional announcement unchanged, is precisely like buying a corner lot on *Madison Ave.*, and keeping it constantly covered to "turnips." Every business, certainly every manufacturing business, possesses an abundance of details interesting to the public and profitable to their publisher—if those "details" be acceptably presented to a public long since so schooled by the genuine article that it never mistakes this mere "space-filling" for actual advertising.

If, in this "noble army" of "space-warriors" there be any who think that "news" of their business ("new" each week, for instance) could possibly be more profitable to them than a single shop-worn announcement appearing continuously, I shall be pleased to have such correspond with me. It will afford me pleasure to inform such inquirers precisely what I would undertake to do for them, and the precise cost of my services as such an "undertaker."

Of course, their so writing to me would cost them nothing and commit them to nothing.

**FRANCIS I. MAULE**, No. 3, 408 Sanson St., Philadelphia.

E. C. Spencer, Print.

L. P. Spencer, Vice-Pres.

G. A. Spencer, Cashier



PLEASE ADDRESS ALL CORRESPONDENCE TO THE COMPANY

LONDON '64 GREAT RUSSELL ST

New York, March 12, 1902.

Mr. Barron G. Collier,

114 Fifth Ave,  
City.

Dear Sir:-

After an experience of many years in the use of various advertising mediums for reaching the consuming public throughout the south, we desire to say that we attribute our constantly increasing business in this territory to our constant use of your system of car advertising.

The results we have secured, together with your courteous treatment in all our dealings, have made this one of our most satisfactory propositions.

Very truly yours,

Pond's Extract Co.

Vice-President.

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"CAR ADVERTISING THE STANDARD OF PUBLICITY"

*Consolidated Railway Advertising Co.  
Controls the South  
in Railway Advertising.*

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114 FIFTH AVENUE, NEW YORK.

*THE LEADING* ALBA

# THE AGE-HERALD

BIRMINGHAM, ALA.

Circulation, average every issue for five

*Daily, 8,106 copies* Su

*Weekly, 130*

NO FICTION, BUT A FEW FACTS

Population, 100,000 (proper).

Railroads, nine.

Volume of trade, \$60,000,000 annually.

Number of persons employed in factories and  
furnaces, 20,000 men.

Monthly pay roll, \$2,500,000.

Pig iron capacity, 9,000,000 tons annually.

The Birmingham District consumes more patent medicines in proportion to  
The leading and only morning newspaper, the AGE-HERALD, being 3  
States. This paper has a rich territory, exclusively its own, which persons can



THE S. C. BECKWITH & SONS

SOLE AGENTS BIRMINGHAM

43-44-45-47-48-49 Tribune Bldg., New York

# ALABAMA NEWSPAPER HERALD.

ALABAMA.

for five months, ending January 1, 1902:

**Sunday, 10,319 copies**  
**1300 copies**

## FACTS ABOUT BIRMINGHAM:

Output of ore, 5,000 tons a day.  
Output of limestone, 3,000 tons a day.  
Output of coal, 5,500,000 tons annually.  
Furnaces in operation, twenty-seven.  
Number of postoffices in Alabama, 1,750.  
Number of postoffices reached by the WEEKLY  
AGE-HERALD, 3,000.

in proportion to population than any other section of America.  
Reaching 300 points daily in Alabama, Mississippi, Georgia and adjacent  
countries completely.

## THE SPECIAL AGENCY,

FOR ADVERTISING,

New York. 469 The Rookery, Chicago.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**137** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**138** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at the same rate.

**139** Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

**140** If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 35 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 9, 1902.

ACCORDING to John Philip Sousa's press agent, that eminent march writer's music "quickens the pulse and rouses the most sluggish nature into mental activity." Must be a sort of spring medicine.

*Items* is a unique weekly "pocket journal" just launched in Chicago. It proposes to condense the world's weekly grist of news into about as much matter as would fill three or four newspaper columns, and circulate in the country districts within a radius of 1,000 miles of Chicago. The initial issue contains 12 pages of advertising out of a total of 28, and seems to be condensed past the point of usefulness.

In the Dallas, Texas, *Morning News* of Sunday, March 23, the 'Frisco Railroad wasted a whole page of costly advertising space. Out of an area of 435 square inches, only 5 square inches were utilized for the purpose of printing a commonplace single column electrotpe, announcing that two special trains, with dinner service under the management of Mr. Harvey, would begin that day. White space is nearly always a good thing, especially when it is used daringly, but it can tell no story of its own. When a full page in a newspaper is left blank for the purpose of attracting attention to so hackneyed an announcement, that page is wasted, and the announcement would better have been buried among a page of mail order ads.

THE Young Men's Christian Association, of Portland, Oregon, advertises its advantages in a unique booklet. The cover bears a strip of pine, a tuft of wool and a handful of wheat and these symbols are explained thus: "The principal products of Oregon are lumber, wheat, wool and boys, but the greatest of these is boys. This booklet treats about this greatest product—boys and young men—giving facts and figures concerning the largest single plant in the State working upon this valuable staple."

UNHAMPERED by geographical and economical obstacles, American genius, invention, science and capital are growing and thriving. The wonderful progress made in our export trade and the marvelous development of our home industries are impressing the whole world. Wide-awake American consuls in all foreign lands gather the data and information which the Treasury Bureau of Statistics publishes from time to time for the benefit of the American manufacturer and exporter. The latter should always remember that it is easier to supply a foreign people with what they want, than with what we think they ought to have.

MANY are the tricks devised by advertisers who send mail matter to people of means and large correspondence. In one case reported by the *Evening Sun* a New York firm ships sealed circulars to Paris, mailing them there with French postage stamps. Upon their arrival at the desk of the addressee they bear a Paris postmark, and, being inclosed in French stationery, are mistaken for a private letter. "Thanks to the genuineness of the foreign stamp and postmark, the attention is attracted," says the *Sun*.

"Curious to see who is writing them from 'furrin parts' in an unknown hand, and, when the advertisement is scented, flattered at the thought of a Parisian emporium recognising them in this way, she scans the inclosure instead of pitching it into the waste-basket. The scheme has worked beautifully—this spring. By next fall most of us will be hardened to it, and into the waste basket with the rest will go the missive direct from Paris that advertises a New York shop."

A GOOD picture conveys no two meanings.

READERS not only like bright ideas in advertising, but like bright colors. Not gaudy, offensive colors, but cleanly reds, blues, greens and purples, worked up in simple, harmonious combinations. Bronze inks are always attractive in type work, while solid masses of almost any pronounced color are pleasing to the eye in matter where plates are used. Advertisers do not seem to fully understand the value of such pronounced effects, for most things are done in pale tints, usually without taste or color knowledge. Picture dealers say that bright pictures always sell, whereas the ones painted in low tones, even though they may be better from the artistic side, are appreciated only by the connoisseur in composition and drawing. Black is rather too common in advertising, and becomes tiresome. People live in black houses, wear black clothes and live colorless lives, often enough, and the touch of color attracts them because it is novel.

THE manufacturers of the country are now importing more than a million dollars' worth of materials for their workshops every day in the year, and are exporting more than a million dollars' worth of their finished product each day. The imports of manufacturers' materials in the 8 months ending with February 1902 were, according to a statement just issued by the Treasury Bureau of Statistics, \$270,202,774, and the exports of finished manufactures during the same period were \$257,907,430. Thus in 243 days of the fiscal year the manufacturers have imported 270 million dollars' worth of material and exported 257 million dollars' worth of their finished product, thus averaging more than \$1,000,000 of both imports and exports for every day of the fiscal year up to the beginning of the present month. The importation of manufacturers' materials has been greater in the eight months just ended than in the corresponding period of any preceding year.

THE English Woolen Mills Co., Cleveland, makes a practice of mailing spring and fall catalogues to its customers. The brochure for the present vernal season is an extremely attractive one of 24 pages, almost faultless from the literary and typographical sides. The halftones showing styles are made from photos of garments upon models, and have character that can hardly be gotten in any other way. The firm finds that these timely hints are thoroughly appreciated by those who receive them. Many acknowledge receipt with a letter of thanks, while others refer to them in buying. Only a very small percentage of the people on the firm's mailing lists fail to mention them in some way. These lists are kept thoroughly alive, and the elimination of dead names makes it possible to pay letter postage, as hardly one-half of one per cent are returned.

THE newest thing from up Buffalo way is "The Book of the Roycrofters," an excellent volume bound in silk and soft leather, containing a catalogue of the shop's products, with the story of its founding and work as told in two articles from the *New York Sun* and *Independent*. There are also fourteen fine pictures of the buildings and the workers, with a fine portrait of the East Aurora sage for frontispiece. There are those who hold that Hubbard is the direct successor of Barnum—a showman, pure and simple. Even though they may be right, it is certain that he has a pretty good show. There are also those who quarrel with the Roycrofters' printing, fearing that it will be overrated, and with their binding, saying that it is "freaky" and not likely to wear. The Roycrofters, however, have made two innovations in advertising. They were first to recognize the despised halftone and put it upon the road to being art, and they set a new fashion in selling things, proving that advertising matter need not necessarily be tedious or formal. The present book is an instructive example of the way in which these standards are worked out.



FROM the San Juan *News*, Porto Rico, comes a thoroughly creditable folder, printed upon bottle-green cover paper in aluminum bronze, calling attention to the fact that it is done in the latest style of American type, and that it is representative of the job department of the *News*, which claims "to have the most complete facilities in Porto Rico for the production of up-to-date printing."

THE *Pittsburg Times* reproduces a letter from Wm. J. Jones, secretary-treasurer of the Pittsburg Bank for Savings, in which he testifies that that medium has brought him a much larger volume of inquiry in reply to his advertising than any other daily paper. The institution recently spent considerable sums in advertising its system of banking by mail, and extremely accurate records were kept of returns from all sources.

MUCH of the commercial strength of the United States lies in its foreign consuls. In the expansion of our foreign trade the representative who is cooling or scorching his heels in obscure corners of the earth has been a priceless factor. He is always busy. Actual government business may be next to nothing, but he goes about gathering statistics, seeing how things are done, compiling lists of things neglected that could be done with profit, making notes upon the habits, means, likes and dislikes of the people in his section of the globe and getting information upon which manufacturers and exporters can build plans. Usually he is a business man, viewing matters from the business standpoint. Once in twenty-five years, perhaps, a W. D. Howells is sent abroad, and writes a piece of literature while holding a consular post, but the average, workaday United States consul writes literature of another sort year in and year out—a literature of statistics, figures, beef, iron, breadstuffs and machinery. The reports of the Treasury Department are the most vital publications issued in this country, and the least expensive when it is considered how little we pay our foreign representatives.

UNTIL the end of time there will probably be magic in the odd price—the tooth brush at 9 cents, the toilet powder at 24 cents and shaving strop at 96 cents. When a small dealer—corner druggist or haberdasher—displays goods priced thus, it is a sort of earnest of his alertness. Round prices—10 cents, 25 cents and \$1—suggest a certain amount of conservatism, while the odd price convinces buyers that goods are fresh and have been put at a close figure for the purpose of closing them out quickly and getting more goods. Even the merchant who knows the inside tricks of trade will find himself giving the preference to the dealer in another line who sells at odd prices, while with women it is an ever potent attraction.

Is it really worth while, this worrying about one's competitors? Are they of enough importance to be fought in costly advertising space? According to statistics compiled by Bradstreet's, there were 10,648 commercial failures in the United States last year, out of 1,201,862 concerns engaged in business. Causes of failure were classed under eleven heads, and competition was sixth in importance, having brought about only 466 business disasters. Lack of capital was the leading cause, with 3,323 failures to its credit. Incompetence came next, with 2,023, while crop conditions brought 1,755. Failures of others, inexperience, fraudulent disposition of property, unwise granting of credit; neglect of business, speculation and extravagance made up the remainder of the tale. Most of these failures were brought about by causes over which a business man can gain control. He cannot rule the weather and the crops, but he can attack the items of neglect of business, extravagance, speculation and incompetence. And, when these black beasts are considered beside the relatively unimportant one of competition, the average business man would better devote his time, energy and advertising space to relentless war upon them, leaving his rivals to their own devices.



BEING a small advertiser is no excuse for being a poor one.

OUR exports used to be done by a small number of firms who almost wholly controlled that branch of American trade. Look around you to-day. American made products and machinery are known and demanded everywhere. No small share of this achievement is due to the excellent consular service which our country has established within a short number of years. There is still room for improvement in this direction and the establishment of a department of commerce as a distinct part of the President's Cabinet would probably prove the most effective step toward the desired end.

THE 1902 edition of *Wonderland*, the Northern Pacific's annual, is so thoroughly good from all viewpoints that Mr. Chas. S. Fee, the road's general passenger agent, may be pardoned for "pointing with pride." It consists of 112 pages, beautifully illustrated with halftones. There is a chapter on "Mining in Montana," taking up nearly a third of the book and dealing with the subject in many phases, from the pioneer days to the living present. Photographs, portraits and reproductions of curious markets and advertisements from old newspapers are used as illustrations. "Two Thousand Miles Through Storyland" describes the country along the road from St. Paul to Puget Sound; "Among the Cheyennes" is a description of the remnant of that tribe at the Rosebud agency, with a history of their old wars with other Indian nations and many fine pictures; "Geysers, Canons and Wild Animals" deals with the wonders of Yellowstone Park, and "Puget Sound and Alaska" describes the resources, natural advantages and future outlook of the Northwestern coast. The volume is decorated with modelled chapter heads by Alfred Lenz, of New York, who also made the cover. Six cents for postage, sent to Mr. Fee at St. Paul, will bring a copy. Few advertising men will fail to find suggestions in it.

THE problem of making ads stand out in the city dailies which carry large quantities of department store advertising is one which gives pause to the most able display artist. Even large spaces are somewhat overshadowed in ten or twelve pages' of publicity. Ehrich Bros., Sixth avenue and 23d street, New York, use half pages of space in the crowded mediums, but divide it into five or six smaller ads and distribute it through the whole paper. The effect of these half dozen separate ads in different places is unique, and does not fail to attract attention.

ADVERTISERS who cater to people of means are learning the value of high-grade literature for high-grade readers. The retailer who sells cotton shirts at sixty cents cannot easily afford to mail hand-illuminated booklets, but the dealer who makes custom linen shirts at five, seven and nine dollars each can afford literature in keeping with his trade—must afford it, in fact. One of the very latest and most interesting things that has been found out concerning this class of literature is the fact that people of means will seldom throw away a booklet that contains useful information and is bound in a "hard" cover. The paper-covered booklet may be dainty and costly, but it can never have the appearance of worth that a stiff cover gives a small brochure. The Cheltenham Press, New York City, makes a specialty of fine booklets for special lines of high grade trade—the livery and clerical garment departments of Rogers, Peet & Co., for example—and in nearly all cases these booklets are made to conform to two requirements: they must contain some really desirable information concerning dress or sports or form or functions, and must be bound up in some style of stiff cover, making miniature books instead of conventional booklets. Results that have been secured from a class of people notoriously difficult to reach with ordinary advertising matter show conclusively that the "hard" cover is a vital detail in this kind of literature.

By direction of the Civil Service Commission, PRINTERS' INK is furnished with a copy of the questions lately used in examining candidates for the position of municipal advertising "expert" of the city of New York. These questions are divided into three groups, and were intended to reveal candidates' experience in business, knowledge of business arithmetic and familiarity with the technical side of advertising. In the last named group were the following: "For what kinds of city advertising would you select periodicals with a view chiefly to their circulation? For what kinds would you disregard circulation? Draw up a list of twenty papers, not necessarily limited to New York, which you think would be best for advertising bond sales. Are there any monthly periodicals you think would be desirable mediums for city advertising? If so, name them, and specify the kinds of advertising you would insert in each. Mention two periodicals you would select for advertising competitive examinations for positions as steel chemist, mechanical draughtsman, bacteriologist, registrar of vital statistics, expert accountant, visitor to outdoor poor, purchasing agent and truant officer. Would it be to the advantage of the city to place its advertising direct, or would it be better to place it through an agency? Give the reasons for your answer. What system of record would you keep for advertisements ordered? Explain fully how you would check bills for advertising. In checking bills for paper received, what means would you take to ascertain if it was of the quality and weight ordered? How would you check bills for composition in printing the *City Record*? Under the head of "Experience" the candidate was required to state his age, place of birth, length of residence in New York City, to give an account of his education, outline his employment for the past five years and give details of any training he had had which would fit him for the position. In arithmetic he was required to do sums in addition, find discounts upon notes and bills at certain terms,

compute paper bills and answer questions relating to type composition.

If all the bright young men who solicit advertising contracts for countless publications were set to making good copy and devising follow-up systems and other right methods of making that space profitable to those who buy it, there is every likelihood that advertisers would have to employ other bright young men to go about soliciting advertising space, for it would become a most precious commodity.

THE fifty-seventh annual issue of the Newspaper Press Directory, published by C. Mitchell & Co., London, is a book of 765 pages, with a map showing newspaper towns in the United Kingdom. The directory proper occupies about half of the volume, and contains brief descriptions of all publications in the British Isles. No circulation figures are given. The latter half of the book is a supplement devoted to Colonial publications, with articles upon tariffs, colonial trade and other information that might interest American firms who are studying the markets of New Zealand, Australia, South Africa and India. A list of leading miscellaneous publications in the United States is given, and is fairly representative. Circulation ratings are quoted, but some of the figures are those of past generations. The *Fireside Companion* finds itself back in the palmy days of the weekly story paper, with a rating of 150,000, while the *Family Story Paper* is credited with 257,000. Opposite the names of the *New York Times*, *Journal* and *World* is printed an asterisk, which is thus explained: "In these instances we cannot obtain detailed figures. All these papers may, however, be regarded as valuable mediums." The book is British in its make-up, and contains irrelevant articles upon "curiosities of the press" that do not add to its usefulness in the least. As a directory of British periodicals, however, it is valuable to advertisers who can utilize its information.



If disappointed because advertising in the city daily does not build up a business in the country, charge it off to profit and loss and forget it—then try again but start right. Admit as a fact, that the country paper is for the country people—and use it. Put aside sentiment and allow horse sense to guide your advertising. It will then go into the local country weekly if you wish the country trade—and it won't go anywhere else.

ONE INCH, SIX MONTHS, \$1,200.

How the country business of the New England, Middle and Southern States can be secured is shown by catalogue and booklet which are mailed for the asking.

## ATLANTIC COAST LISTS

134 LEONARD STREET, NEW YORK.

## OUR CONSULS AND EXPORT ADVERTISING.

There is some kind of a standing order issued by the Government to all our consuls in foreign countries, forbidding them to engage in any commercial pursuits or to dabble in trade affairs. But there is also an unwritten law which expects that every consul will seize all reasonable opportunities to benefit his country's mercantile interests, to help push American made goods, and to quietly assist in the introduction of them in the various foreign communities.

United States consuls—especially in later years—have been very powerful though quiet factors in building up our export trade, and to them may be largely attributed the great expansion in the present market for American manufactures and products. They have, by their letters home, given excellent advice to our manufacturers and merchants. They have pointed out the peculiar needs of different localities, the likelihood, or the reverse, of profitable markets for different lines of goods, the pitfalls to be avoided, the pathways to be followed. These consuls still abroad have written home of these things, and those on leave of absence from their posts have lectured on the subjects while at home.

The publishers of export journals, and of those trade papers that cater to the export business, have regarded our foreign consuls as such valuable aids to the extension of American commerce generally, and the trade of their advertisers particularly, that they have put their names upon the free list to receive one or more copies of the paper all the year round. Somehow or other, the U. S. Consul in a foreign city or territory has come to be regarded not merely as the representative of his country and Government, but as an agent of a multitude of commercial houses dealing in diverse lines.

And, though the consul himself is practically forbidden to ostensibly engage in any trade, his staff of clerks may be, and are, of valuable assistance to American mer-

chants and manufacturers in openly distributing their advertising and boldly pushing the various lines of goods. For this service it is no secret to say that the clerks—who have but lenient salaries from the Government—manage to add most respectable sums to their annual incomes, this emolument sometimes taking the form of salary and sometimes of commission only.

Every advertiser who is looking for export trade should assure himself that the mediums he is advertising in are regularly sent to the offices of the United States Consul in the territory he wishes to cover. If they should not be sent gratuitously by the publishers of the papers—and that would be a rarity—he should see to it that the consuls get a copy of these papers, as they are the greatest helps that he can possibly have. The consular office is a constant recipient of inquiries regarding firms and manufactures. Information gained there is—or is supposed to be—quicker and more reliable than that obtained by mail from the firms themselves. Consequently native traders who are in want of any kind of American products first seek the American consul and besiege him with questions. By a complete system of filing the export and trade papers, the clerks can in an instant almost give a list of American houses dealing in or manufacturing the article required. If they show any preference naturally it would be because they are paid to do so, but, as a rule, no preferences are shown, but the advertisers of such goods are at once given in list form.

It is essential, of course, that an interpreter be there to translate the meaning of an advertisement to the trader, and for this service sometimes a small fee is paid. The more influential and flourishing trade journals published in America not infrequently have among the consul's staff of clerks, a representative who will take subscriptions from local commission houses, bankers, etc., for which he receives a liberal commission.

The file room in the average foreign consul's office is almost as

crowded as that of a busy advertising agent. All the leading trade papers in every line of business are carefully classified and placed ready for immediate reference. One or more of the junior clerks attends to the arrangement of the papers and others are assigned to look after all correspondence pertaining to the publications, the advertisements or the houses advertised.

Some of our consuls have, in the public press, given to the advertisers of this country plenty of sound advice as to the course they ought to pursue in looking for foreign markets. Much of this is of so great importance that it will easily bear repetition. For instance, the following hint from Consul R. E. Mansfield of Valparaiso, is well worth remembering by those who are seeking trade there, and have thought of circularizing the section:

I want to say that many of the American firms that go to the trouble and expense of writing to United States consuls and to merchants in foreign countries do not attach sufficient importance to their letters.

In some instances these communications are mimeograph copies, or are circular letters printed upon a poor quality of paper; in others the signature of the writer is attached with a rubber stamp. As a rule little attention is paid to such letters, the majority of which are promptly thrown into the waste paper basket.

Business letters addressed to merchants in foreign countries should be neatly and carefully prepared, and a good quality of stationery should be used. The signature should be written with a pen. It gives the prospective buyer a better impression of the house sending out the letters, and these will not only be read but generally filed away for reference.

Vice-Consul Horodynski, writing from Warsaw, Poland, in February of this year, said:

A number of merchants here desire to enter into commercial relations with American manu-

facturers of paper, stationery, leather work, bookbinding materials, and this line of trade generally, and they have requested the consul to send addresses, price lists, circulars and samples so as to enable the purchasers to become familiar with the quality of the goods.

Here is direct evidence that the consul is, of necessity, the connecting point between the foreign buyer and the American seller. He is naturally looked to by the native merchants of the country in which he is stationed to put them in communication with the merchants or manufacturers they wish to trade with, and our great commercial houses just as naturally depend upon him to keep them in touch with foreign buyers, to feel the pulse of the people among whom he resides, to outline the market, as it were, and indicate the lines of goods in most demand, and thus the consul's office becomes a promoter of publicity concerning the superiority of American wares. It is the best possible adjunct—and an almost indispensable one—to any system of export advertising the American manufacturer may be trying.

If a vote were taken among all the advertisers and those interested in advertising throughout the whole country, it would doubtless be found that this class is as strenuously opposed to the mutilation of scenery as any other. The inference is more than reasonable, for advertising men are, as a rule, among the more intelligent members of the community. And intelligent people are generally animated by higher motives than those of such short-sighted self-interest.

PRINTERS' INK is now and for the past twelve years has been the recognized authority on good advertising, not only in the United States, but throughout the civilized world. It has been and is now the adviser for the world's most successful business firms and large advertisers.

—*Wichita (Kansas) Daily Eagle, Feb. 26, 1902.*

# Why . . . Foreign Merchants Should Read It

A LARGE edition of this issue of PRINTERS' INK is sent out as sample copies for the purpose of inviting new people to become readers of the paper, and also for the purpose of gaining additional advertising patronage. While the contents of the paper will stand or fall according to their merits or defects, it is deemed appropriate to quote here the following in support of the assertion why the Little Schoolmaster will prove a help to every business man:



PRINTERS' INK is the world's leading journal of advertising. It was the first journal that took advertising seriously. When its initial issue went forth, advertising was regarded merely as a phenomenon of business. To-day it is known to be the business itself.

. . .

In the actual work of planning, preparing and placing advertising, it gives the best opinions and practice of those who have been conspicuously successful. It prints many succinct interviews with leading advertisers, setting forth their methods, experiences, theories, advice and results in a manner that gives the widest range of application in one's own business. PRINTERS' INK is a thought-stimulator and thought-producer par excellence. It deals with the many phases of preparation of copy, the dressing of advertisements and other pertinent literature in attractive forms, the tracing of results and the afterwork of following them up and thus render all permanently profitable.



has printed in its fourteen years of existence has had more direct bearing upon the development of publicity and business in the United States than any other single factor. It has established a place for itself that enables it to get and publish to-day the best current information in its field. The leading advertisers have contributed to its pages in the past—they are contributing in the present and will do so in the future. When new facts about advertising develop, they *naturally* drift to PRINTERS' INK, and its editorial staff has never failed of finding the keynote of the advertising progress of the day.



. . .



The thing most needed for the developing of this new force is definite knowledge about it. PRINTERS' INK has always been to the forefront in gathering and spreading such knowledge. It has always represented, and it still represents, more than ever, the best thought and endeavor of those men who are developing publicity.

. . .



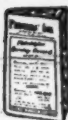
## The Little Schoolmaster in the Art of Advertising

is not an empty title. The mass of information which PRINTERS' INK

PRINTERS' INK continually prints news of the minor details, short cuts and conveniences that are being evolved by thinking business men in all parts of the country, believing that real business progress is dependent very often upon a minute knowledge of such details.



## PRINTERS' INK.



PRINTERS' INK is a successful paper. It is not only successful in teaching business men how to advertise, but a good part of its endeavor is devoted to teaching them how *not* to advertise. It is unbiased and impartial in publishing facts, figures and theories of any one who has found real light in advertising problems. It is not the organ of any medium. It stands for the development of all alike, as well as for the exposing of frauds that mask under the name of advertising. All legitimate, profitable forms of publicity receive equal treatment in its pages, and in no month does it fail of printing vital matter touching all mediums of advertising, be it newspapers, magazines, cars or outdoor displays. No medium is too great to be exposed in its weakness, nor is any too humble or too new to receive commendation if it is good. Its policy is to further "all advertising that advertises."

• • •

Advertising is a new force—almost an untried force as yet. Even the men who have made fortunes through it are generally willing to admit that they know little about it as an exact science.



PRINTERS' INK has helped to make American advertising a national industry, and it is and will remain its ablest exponent.

• • •



It recognizes the part that advertising has played in giving the United States a foremost place in the world's trade, as well as the part it must play in enabling them to keep that place, and it loses no opportunity of dealing with this wider application of publicity.

PRINTERS' INK is admittedly the representative journal of a new business force. It treats it from every side. There is no paper like it and never will be. It is an earnest seeker for the truths that belong to its particular work and field. It is a compact, bright, authoritative little weekly journal, that has more true, staunch friends and devoted readers than any other business publication in existence. It is the dean and peer of its class, continually on the hunt for the best methods of applying advertising to every business, and every business to advertising. No one in any way connected with either can fail to gather practical information, direct help and inspiration from its weekly pages.



It knows that publicity is but a wheel in a business—an important wheel, and in many businesses the most important, but still only a part depending upon other parts to do its work effectively. It tries to be as practical as possible—considering things from the debit and credit side. It endeavors to teach advertising by teaching its basic principles first. It knows, through years of practical experience, that successful advertising must be based upon good business management, and it gives therefore modern business principles a conspicuous place in its curriculum. It knows also that the larger number of those who fail to make advertising pay are victims of lack of foresight and judgment, and it therefore advises caution and wholesome conservatism.

• • •



Official statistics claim that about six hundred million dollars are now annually expended for advertising in the United States—PRINTERS' INK and its active years of developing tendencies have had the greatest influence in bringing this new industry to such a magnitude.

Published every Wednesday.

\$5.00 per year.

Sample Copies 10 cents.

Address, with check,

GEO. P. ROWELL & CO., *Publishers*,  
10 Spruce Street, New York.





## FOURTEENTH WEEK.

In the 1902 PRINTERS' INK ad competition fourteen competing advertisements were received in time for consideration and report in this issue of the *Little Schoolmaster*. Of these, the one reproduced on the opposite page is thought to be the best submitted during the respective week.

This advertisement was constructed by Frank E. Moynahan, editor of the *Danvers* (Mass.) *Mirror*, and it appeared in that paper of March 29, 1902.

In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Moynahan when the marked copy of the paper was received. Two additional coupons, one to Mr. Moynahan and one to the advertising manager of the *Mirror*, were sent in accordance with the terms of the competition when a selection of the best ad for the fourteenth week had been made.

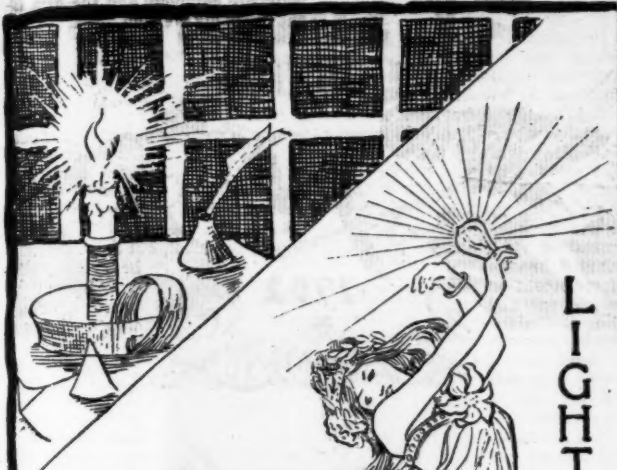
Mr. Moynahan's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the regulations which govern the contest.

Each of the thirteen unsuccessful competitors for the honors of

the fourteenth week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts in accordance with the terms of the contest.

It is perhaps of interest to state that among the competitors for the awards in the PRINTERS' INK 1902 ad contest editors and publishers of country papers take an active part. So far six have scored weekly distinction, viz., James W. Brackett, of the *Phillips* (Me.) *Maine Woods* (first week), J. Harry Reed, of the *Rogers* (O.) *Noontide* (third week), E. S. Hanson, of the *Whitewater* (Wis.) *Register* (seventh week), Geo. W. Wagenseller of the *Middleburgh* (Pa.) *Post* (eleventh week), J. E. Quinn, of the *Ocean Grove* (N. J.) *Times* (thirteenth week), and the prize winner of the present week. Country editors are the natural pioneers for spreading good advertising ideas among a class of merchants which cannot well afford the hire of experts.

A pamphlet setting forth the terms and conditions of the contest and showing the work of the winners for fifteen consecutive weeks will, on application, be sent free to any address. Write to Editor of PRINTERS' INK, 10 Spruce street, New York.



## Printers' Ink,

A WEEKLY JOURNAL  
FOR ADVERTISERS,

Contains more meat to the square inch than any publication on earth. It is indispensable to the business man who wants to make every scrap of his advertising bring him actual cash profit. It is especially valuable to young men in any kind of business, for it clearly shows them how to make money from the very start, by pointing out the sure path to success and warning against everything unwise and unprofitable. The men who supply this information have acquired it by many years of varied experience. They have tried all kinds of advertising and know what is good and what is bad. What has cost this corps of practical instructors a great deal of time and money is offered to you for a slight sum, in convenient and entertaining form.

If you want to know anything about any kind or advertising, anywhere, at any time, read "Printers' Ink" for exact, complete and reliable information that is recognized as from the highest standard of authority in the world.

This "Little Schoolmaster" establishes a direct line of cause and effect, by which the business man learns how to almost literally put his hand in the people's pockets and extract their money. Read it and see. What it has done for others it will do for you.

Published Wednesdays, by Geo. P. Rowell & Co., 10 Spruce St., N. Y., at \$5 a year. Trial copy, 10 cents.

LIGHT ON ADVERTISING

## MAKES ADS EFFECTIVE

WRITTEN BY FRANK E. MOYNAHAN, DANVERS, MASS.

## THE BROWNING-KING "MONTHLY."

Preparations are being made to enlarge the monthly store paper published by Browning, King & Co., and in the early autumn it will take the form of a regular magazine, about double its present size, filled with pictures, humor, short stories and miscellany. The firm began publishing the *Monthly* about fifteen years ago, and it has always been highly popular with customers. At present it is distributed through fifteen stores in various parts of the United States, and has a circulation of very nearly 100,000 copies each month.

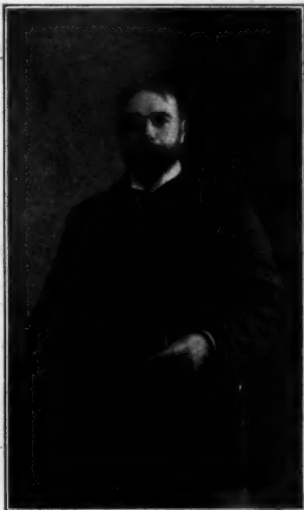
"At the outset we printed 40,000 copies," said Mr. C. M. Fairbanks, the editor, recently, "but our business has grown amazingly, and the demand for the *Monthly* has kept pace with it. This month we are printing 98,000 copies, but we have, at times, printed 130,000. About 77,000 are sent through the mails at regular rates, we paying the postage, and the remainder go out from our stores. The expense has grown to be very great, so we have decided upon a new method of publishing and distributing. First, we shall increase the size, keeping the same class of matter, but giving more of it, as well as some short stories and a serial, perhaps. The puzzle department and photo competitions will be retained, for they attract attention everywhere. We will add any other good features that are suggested. Then we shall throw the advertising pages open to all reputable firms,

even our competitors. When the plans are complete and the first issue is ready, we will advertise the new periodical extensively. We may change the present name for one not so closely identified with our business. It has always been a publication of general interest, but we mean to make it more so. There will be plenty of matter about clothing, but not about our clothing. Fashion hints and articles dealing with the history of clothes will be published. Men's fashions will be foremost, but there will also

be articles that will appeal to women, for we want to interest mothers in our boys' clothing. The subscription price has already been fixed at twenty-five cents, and since our announcement of the change we have been receiving subscriptions daily.

"The *Monthly* has always been a valuable advertising medium for our business. It gives us a certain individuality that could hardly be secured through other forms of publicity. It reaches the people

in each store's territory who are profitable for us to cultivate, and reaches them more directly than any other single medium. It is read by all classes. We get letters upon monogram paper, and others that are not at all noteworthy for spelling or grammar. We have a very large circulation in the suburbs of the great cities—New York, Boston, Chicago and St. Louis, while our store in Cleveland is the center for towns sixty miles away. We also send many copies to Texas, Oklahoma, Indian Territory and the Southwest.



C. M. FAIRBANKS,  
Advertising Manager Browning, King & Co.

There are few really good clothing stores in that section, and people order from our stores in Kansas City and St. Louis. Our mail order trade at the latter store is simply enormous, and the *Monthly* is the medium which has done most to build it up. We have never overdone the advertising features of the paper, but have tried to make it a miniature *Life*, buying matter from the same class of contributors. Upon its merits as a literary periodical it has made its own field, and in changing the form we feel confident that it will attain a much wider circulation."

#### A WARNING.

Notice will be served during the coming week on all European nations, especially Germany, of the tremendous power in the hands of the United States government that can be used to retaliate effectively against any nation which by unjust discrimination excludes American products of farm and factory from its markets.

This notice will be given by the publication of a list compiled by direction of the Secretary of Agriculture, showing what articles are imported into the United States from Europe which are deleterious to health and which can be excluded under the authority of the Dingley Tariff act, and one of the agricultural appropriation laws which give the president the power to retaliate when American goods are discriminated against.

This list is a long one and will give Europe something to think about.

Germany's latest discriminative action does not become operative until October. Secretary Wilson's long list will be particularly interesting to that country.

Secretary Wilson declared in the most emphatic manner that the action of his department was not taken with a view to retaliating against Germany, and insisted that the list of articles which have been subjected to preservatives and other chemical action was made up from the products of all nations, regardless of whether they

had excluded or proposed to exclude American goods.

"The President has ample power to retaliate," was the significant remark of the Secretary, "but the entire question will be submitted to the press and the people of the country. It is for them to decide what steps shall be taken. The matter is in their hands, and the President has abundant legal authority to protect our trade.

"When the list, prepared by my direction, is made public it will give notice to the entire world that we have an effective weapon with which to fight our commercial battles. Of course we do not desire a commercial war with any one, and when it becomes known how strong the United States would be in such a conflict this knowledge would have effect in securing fair treatment for American goods in foreign markets."

Some of the articles which will be included in the list are macaroni, cocoa, brandies, sausages, olive oil, coffee, muriate of potash, sugar, cheese, wines and beer.—*New York Herald*, March 31.

#### A MOTHER'S VIEW.



The above picture is a part from an ad for a well known cathartic remedy. The ad bore the headline "Only Safe Medicine for Babies." A mother in Atlantic City, commenting thereupon, writes the Little Schoolmaster that the picture may be nearer the truth than the advertiser thought of when writing that headline.

## Troubles of a Family Man

(COPYRIGHT, 1902, BY W. B. HEARST.)



The family becomes the terror of the neighborhood.

THE RESULT OF AMERICAN METHODS OF ADVERTISING. 'REPRODUCED WITH SPECIAL PERMISSION OF THE NEW YORK "JOURNAL"')

### IT TAKES WORK.

There is no question of the ability of some men to make advertising pay. There is a great deal of question of the ability of other men to realize from the investment they make along this line. The man who wants business and who is willing to work for it whether it is a matter of using great care in buying goods or in displaying them or in speaking of them, is sure to be pleased with the results of his effort because his effort will be such as will certainly yield him pleasure. The man who expects business to come to him just because he has an establishment, because there are goods on his shelves, will probably be disappointed and no doubt will lose money before he gets through with his experience. A well known firm suggests that they can tell a man how to save time, money and labor in preparing

his advertising. This firm recently had a letter from a correspondent who said he did not care to save time, labor and money in preparing his advertisements but what he did want was to prepare the best advertising that could be put out in his city. No doubt that man is doing it right along. He has the energy which indicates he is willing to work and put up money for the success he thinks is due him. He doesn't look at success as merely a happening. He looks at success as the result of energy and determination. He will no doubt get that success because he is willing to put energy and perseve'ance into his effort. His success is the result of labor. His profits are measured by his determination and perseverance. He wins in the business race not by luck but as a result of his business capacity and ability to execute after having planned.—  
*Advertising World.*

# Advertising

that has the earmarks of honest endeavor is never lost.

To carry force and conviction it should tell a plain story, rightly presented.

The printing must be done in a striking manner. It may be plain or sumptuous in appearance, but rightly done it has the chances of success.

We are advertising agents—that's our business. We attempt to put force and conviction (the earmarks of honest endeavor) into the advertising literature we are instructed to prepare.

We plan, print and place advertising anywhere, any time.

ADDRESS

GEO. P. ROWELL & CO.

*Advertising Agents*

10 SPRUCE STREET, NEW YORK

## CYRUS CURTIS.

If it were as easy to write of Cyrus Curtis as it is to talk to him a great story would be written—great, because it would be the record of the increment of littles that builds up a thing of shape and size and importance.

The newspapers in the places he visits say of Mr. Curtis that he founded the *Ladies' Home Journal* and that he bought and made profitable the ancient *Saturday Evening Post* of Philadelphia. It is no fable. He did these things; but the interesting part, how he did it, has been singularly neglected.

To understand it, understand Mr. Curtis. The task is hard, perhaps hopeless, in a sense, for who can fathom the foundations of that simple, sharp-eyed presence, that I found so hard to classify, and yet in whose classification I felt such real zest.

Cyrus Curtis, with the old whiskers on the young face, has awakened slow Philadelphia—not by a rude shake, which it would, very properly, resent, but by dint of continuous, kindly pressure.

"I had all sorts of a time getting the *Post* under way," said he, somewhere in the course of the conversation.

"I had one editor who was so good and gullible that he had a whole safe full of stuff that read all right so far as the titles were concerned, and yet which wouldn't 'wash' at all. One of the big articles was by the Rev. W. S. Rainsford of St. George's church. We published it with flourishes and pictures. To my surprise, and very little to my pleasure, as you may well believe, I learned, in a personal letter from Mr. Rainsford, that he had never written a word of what we had published.

Andrew Carnegie also wrote a letter of surprise, relative to an article published by us and purporting to have been written by him. I found that the good and trusting editor of the *Post* had been very extensively and numerously imposed upon.

"But it was easy to correct this and I did it, and with Lorrimer managing the *Post* and Bok at the head of the *Home Journal*, I rest comparatively easy. I do not mean by this that I am at all idle. My worst particular work is editing the editors. I will say for them that they need very little of it; but only a week ago I wrote to Lorrimer and inclosed him a copy of the *Post*, with a long article on the first page extensively blue-penciled. It was a paper by a prominent man, but it seemed to me too long and too heavy."

Thus much for his ideas and methods, but I want to return again to the man, I will never be able to present him as he is. It would require real paint for those ruddy, youngish features, and motion for that springy walk. Again I must say though, that he is young, even at 51. He is not diffident, nor is he assertive. If you want to know about him, and he has time to tell you, there is no trouble to find out.

"No, I'm not a Philadelphian," he said last night. "I was born in Portland, Maine, and, at 12 years of age, I was selling papers. I got up a route and delivered the morning's news as early as 4 a. m. At 8.30 I was at school.

I kept this up for some years and, at the age of 18, went to Boston."

He smiled that swift, businesslike smile of his—a thing thrown in, not for business, exactly, either, nor for pleasure, perhaps, but possibly just because it was a genial habit of his features which took up no time and hurt nobody.

Then he told of his early ventures, of his establishment of the *Boston Independent*, a paper which survived a year of his partner's incompetency.

He then put in motion the *People's Ledger*, a publication in which he was to have been strongly backed by a wealthy man. Instead, the wealthy man "backed" and Mr. Curtis kept the paper going without his aid—kept it going for eight years and finally took it to Philadelphia, where, twenty years ago, he merged into it the *Ladies' Home Journal*, which he has caused to win on its own merits—or, more truly, on Mr. Curtis' merits. Then came the purchase of the almost obsolete *Saturday Evening Post*, started more than a century ago by "Poor Richard," more as an almanac than a journal, and the upbuilding of it into a weekly of 370,000 last week. That's Mr. Curtis, as near as he can be got at by the general public; but I take considerable pleasure in the fact that I know him better, for I have gazed into his eyes and held his hand.—*Denver Post*, March 30.

By all means claim the earth—if you can justify your title to it.

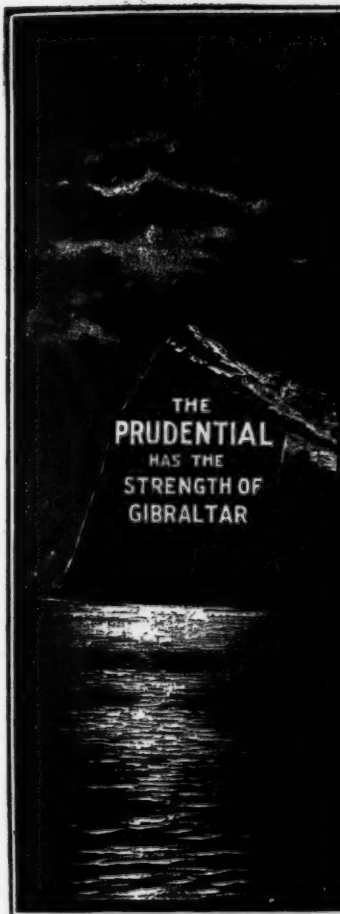
THE merchant who is tempted to speculate should ponder the Chinaman's description of the toboggan slide: "Whish! Go down like hellee—walk back three mile."

EXTRACT FROM MEDICAL AD.



HAS THAT TIRED FEELING.





THE  
PRUDENTIAL  
HAS THE  
STRENGTH OF  
GIBRALTAR

AN IDEAL  
INVESTMENT  
THE 5%  
GOLD BOND POLICY  
OF  
THE  
PRUDENTIAL

THESE BONDS PAY 5%  
IN GOLD ANNUALLY FOR  
20 YEARS, THEN ARE  
PAID IN FULL IN GOLD.  
EVERY BENEFIT UNDER  
THIS FORM OF LIFE IN-  
SURANCE GUARANTEED

WRITE FOR DESCRIPTIVE  
BOOKLET, — DEPT. 31

THE PRUDENTIAL  
INSURANCE CO.  
OF AMERICA

HOME OFFICE, — NEWARK, N. J.  
JOHN F. DRYDEN, Pres.

THE PRUDENTIAL AD IN THE APRIL MAGAZINES. IT COMBINES ART AND BUSINESS. IT ORIGINALLY OCCUPIED A FULL PAGE, AND IS REDUCED BY THE ORDINARY ZINC PROCESS.

#### NEVER STOP.

It is a great mistake to conclude you can get along without advertising. The man who decides to dispense with advertising should naturally expect his business to grow less and less. The whole matter rests on the subject of whether he expects to continue to live long enough to outlive the prosperity which his past exertion may force upon him. If he is able to get along without advertising this year he will be able to get along with less help next year and each

year will see a decrease in the volume of his transactions. If he is wise he will keep up his advertising as strongly as possible in order that he may reap in the end the results which come as a satisfaction to the man who has individuality enough to stop experimenting.  
—*Advertising World*.

A NATURAL display of enthusiasm on the part of the advertiser inspires confidence in the buyer—but don't gush.—*White's Sayings*.

## The toll gates of Trade.



The Shoe Retailer's profit and expense!  
The Shoe Wholesaler's profit and expense!  
The Shoe Maker's profit and expense!  
The Tanner's profit and expense!  
The Leather Merchant's profit!  
The delay in style-transmission.

When you buy Coal you pay for some Coal, some Slate, and a great deal of freight and cartage on both.

When you buy Coal oil (Kerosene) you are saved the freight, cartage, and handling, by means of the pipe line system of The Standard Oil Co., which conveys it direct from the Pennsylvania wells, to the tanks, in the chief cities.

When you buy shoes from regular Retailers, you pay four profits, more than when you buy Regal Shoes at \$3.50 per pair.

Regals come direct from the "Tannery to your Feet," because The Regal Shoe Factory has its own Tanneries, and its own forty-five Retail Stores.

The Regal Shoe system aims only at the Manufacturer's profit.

It cuts out the expense of Tanner's profit, Leather Merchant's profit, Shoe Wholesaler's profit, and Shoe Retailer's profit.

It shortens up the delay of style-transmission from Six months, to one month, giving you the correct fashions of Paris, London, and New York Custom Shops, in thirty days after origination.

These fashions await you now, in Six dollar Regal Shoes, which are uniformly styled, in Regal Shoe stores only, at \$3.50. Style book by mail, on postal request.

FOR  
WOMEN  
FOR  
MEN

# REGAL

\$3.50

### MEN'S SHOES.

### WOMEN'S SHOES.

NEW YORK CITY.  
110 Nassau St., bet. Ann & Beekman.  
291 Broadway, cor. Beale St.  
706 Broadway, cor. 10th St.  
1211 Broadway, bet. 25th and 26th Sts.  
1261 Broadway, opp. Herald Bldg.  
100 W. 125th St., cor. 10th Ave.

BROOKLYN.  
217 Fulton St., opp. Montague St.  
111 Broadway, near Bedford Ave.  
1081 Broadway, bet. 53rd St. and  
Williamsburg Ave.  
JERSEY CITY—at Newark Ave.  
NEWARK, N. J.—at Broad St.

NEW YORK CITY.  
715 Broadway, cor. 10th St.  
1230 Broadway, opp. Herald Bldg.  
2007 7th Ave., cor. 125th St.

AN AD WITH DEMONSTRATIVE POWER. REPRODUCED FROM THE NEW YORK "TIMES,"  
WHERE IT ORIGINALLY OCCUPIED 9 1/2 X 12 INCHES SPACE.

### READY FOR SPRING.

The spring season has opened in many portions of the country. Of course, there are some points where spring buying is not as brisk as the business man would desire. Perhaps this is the fault of the business man himself. It may be that he is not pushing along the right lines. It may be that he is not pushing at all. Of course, if the other fellow isn't pushing, it isn't necessary to do much hustling unless there should be a danger that the other fellow may wake up some morning to the necessity of advertising. Much advertising of the present day is done merely to hold the ground already gained. The leader in

business in a community wants to hold that lead. The struggler for business supremacy wants to keep as close to the band wagon as possible. Even the man who is farther back in the business procession should not lose a step in tramping along the highway to prosperity. These things make it necessary for the business man to advertise intelligently and push persistently. It isn't well to neglect an opportunity and it isn't well to let the other fellow get the advantage in any one particular. This is what makes it necessary to advertise, to be careful in buying goods and to take into your confidence the people from whom you expect to obtain business.—*Advertising World*.

## PHILADELPHIA AD ODDITIES.

By John H. Sinberg.

The newspapers in Philadelphia during the past few weeks have contained quite a number of odd advertisements, most of which have created widespread comment. One of the most novel and out of the common was the Aeolian and Pianola card of C. J. Heppie & Sons, 1115 and 1117 Chestnut street. It occupied 150 lines across three columns, 450 lines in all. The upper half contained a cut of the diagram of the Academy of Music, showing the names of the grand opera box and seat holders who subscribed for the season. After many of these names appeared the letter "A" or "P," while some had both, and the paragraph underneath the cut explained that those marked "A" were owners of zolians; those marked "P" owned a pianola piano player, and those marked "AP" owned an zolian and pianola. Then followed this argument: "This demonstrates the artistic merits of the Aeolian Home Orchestra and the Pianola Piano Player, when you find them in the homes of grand opera patrons. Fully one-fourth of the subscribers to the Philadelphia Grand Opera own Heppie Aeolians or Pianolas." The rest of the card was devoted to a description of the instruments and a cordial invitation to call and inspect them.

Felix Isman, the real estate dealer, 604 and 606 Chestnut street, has become recognized as a man of original ideas in advertising. His latest was an announcement occupying two full columns in the *Record* and *North American*. It contained but eight words, outside of his name and address. They were: "Chestnut Street Properties Leased within 30 Days by —." Then came a fac-simile reproduction of Isman's signature, while the rest of the space was occupied by halftone cuts of six buildings, with the street number under each. This was one of the most unusual real estate advertisements that has appeared in a Philadelphia newspaper for a long time.

Another advertisement out of the ordinary run was the 500-line announcement of Walker & Linde, the furniture dealers, at 23d street and Columbia avenue. The Quaker City department stores of late have all been advertising bargain sales in furniture, and to prove that the bargains advertised by Walker & Linde were bona fide this house resorted to a scheme that is novel in its line, to say the least, for printing affidavits to prove bargains and to demonstrate beyond a cavil of a doubt that goods are cheaper up-town than down is something brand new in Philadelphia advertising. And that is exactly what Walker & Linde's 500-line advertisement contained—seven properly sworn to and legally executed affidavits from purchasers, testifying that they bought certain pieces of furniture from Walker & Linde at a lower price than that paid by them for similar furniture at a down-town department store. This advertisement created quite a stir in advertising circles.

Wyckoff, Seamans &amp; Benedict, make

ers of the Remington Typewriter, are running an original card in the Philadelphia newspapers at the present time, which to the uninitiated must convey the idea that this firm is an employment agency, rather than typewriter manufacturers. The advertisements measure thirty lines single. On the left, occupying over a third of the entire space, is a cut of a telephone, with the call number plainly printed at the bottom of it. The wording in the body of the card is as follows: "When you want a stenographer. No charge to employer or employee. Wyckoff, Seamans & Benedict, 105 S. 9th street, Philadelphia."

## CHINESE TYPESETTING.

The Chinese language is derived from 214 root-words, which expand into the 4,000 or 5,000 words of daily use, and the thirty-odd thousands of the dictionary. It requires 11,000 spaces to hold a font of Chinese type. The large cases, or false partitions, are ranged about the room and divided into spaces for each individual type, each a word complete in itself. A Chinese printer, it is estimated, can arrange 4,000 characters a day. The work has been carefully systematized, and the characters are arranged according to their formation. A simple character designates its group, and the elaboration of form is the elaboration of its meaning, as our terminations and prefixes elaborate the root. A division is devoted to the simple character that stands for "wood," and all of its amplifications. In this space or column are to be found "box," "bed," "plum tree," and so on, through a long list of objects pertaining to or made of wood. Should an unusual word be needed type is cut and delicately patched to make the required character. Comparing our combinations of twenty-six letters and ten figures, besides common symbols, an idea of the labor of a Chinese compositor can be formed.—*Scientific American*.

And a "y" to luck and you have the true secret of success.

THERE'S only one way to impress a liar—with a sinewy arm and a muscular foot.

ADVERTISING is often blamed for the faults of the advertiser. He, not it, is a failure.

ADVERTISING is a salesman in the guise of printers' ink. See to it that yours is well-dressed and well-spoken.

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$50 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

## MAINE.

THE Rockland, Me., DAILY STAR is the only daily in Knox and Lincoln Counties, N. B. Advertisers get best and quickest results from the daily paper.

**PORTO RICO.**

**LA BRUJA**, Mayaguez, P. R. Established 1896. 12,000 copies daily. Published every day, Sunday excepted. This is the most popular paper in this country. Advertisement rates: From 1 to 5 inches, 10c. an inch per insertion. Higher than 5 inches, appropriated rates.

**CANADA.**

**CANADIAN ADVERTISING** is best done by **THE DESBARATS ADVERTISING AG'Y**, Montreal.

**CLASS PAPERS.****ADVERTISING.**

**PRINTERS' INK** is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News*.

**PRINTERS' INK** is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

**Displayed Advertisements.**

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**PRINTERS' INK**, a journal for advertisers. The representative paper of its class. Subscription 10 SPRUCE ST., NEW YORK. \$5 a year in advance.

**CONSULT**

**Gordon & Gotch**

On British and Foreign Advertising. St. Bride St., London, Eng. Founded 1853.

**Profitable Advertising**

must be seen to have its many-sidedness appreciated. It handles everything of

NEW YORK CITY. 175 Nassau St., bet. Ave. & Bowline. 175 Broadway, bet. Church &

London. 24 sample copy will be mailed you for five 2-cent stamps. \$2.00 per annum.

**PROFITABLE ADVERTISING, 140** Bevilston Street, Boston.

EVERYONE WHO  
KNOWS ANYTHING  
ABOUT BUFFALO  
KNOWS THAT  
THE EXPRESS  
IS ITS  
LEADING PAPER.

**RIPANS**

I generally had a headache every day. I thought I would try glasses, but still I had the headache. One day my niece asked me why I did not try Ripans Tabules. I have been taking them since last September and am gaining in health. I only weighed 110 pounds, and now I weigh 140. I take four Tabules every day of my life—one in the morning, two at noon, and one every night before I go to bed.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.


**TRENTON TIMES**

TRENTON, N. J.

**CIRCULATION:**

Year, 1900.....	8,334
1901.....	10,841
	30% increase.
January, 1900.....	6,264
" 1901.....	9,184
" 1902.....	12,666
	38% increase in one year.
	102% increase in two years.

Usurps the field of all New York, Philadelphia and local papers. Larger circulation in New Jersey than any morning paper whatever, and than any evening paper south of Jersey City. Covers over thirty-five towns in Delaware River Valley and Central New Jersey.



**Contract  
and  
Expand**

You contract with us to expand your business—and we can do it. The amount of advertising carried shows that the results are there. Shrewd advertisers of national reputation are not spending their money foolishly. You see them all in the

**Chester Times**  
year in and year out.

Guaranteed circ'n over 7,500 copies daily. A sworn statement if you wish it.

Wallace & Sproul, Pubs., Chester, Pa.  
NEW YORK REPRESENTATIVE  
F. R. NORTHRUP, 220 Broadway.

# The Evening Journal

Jersey City  
N. J.

A two-cent local paper.

Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily, hence:—

Every copy a family of readers.

#### Circulation Averages

1899,	1900,	1901,
14,486	15,106	15,891

**1902, 17,160**

The American Newspaper Directory awards the mark **©©** for quality of circulation.

**A well-written, neatly displayed advertisement or booklet is a finger-post on the thoroughfare of business, ever pointing the wayfarer to your place of business.**

We will write your advertisement, booklet or circular, will have it illustrated if necessary, will set the type and print it. Some of the best advertisers in the land leave such matters entirely to us. Or we will do any part of the work here mentioned. Write and tell us about what you have in mind. Address

**Send for a sample  
of our Large  
Postal Card for  
advertising purposes**

**PRINTERS' INK  
PRESS 10 Spruce St.  
NEW YORK**

## READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

In the correction of defective vision by means of glasses lies a wide and steadily widening field for effective advertising. It is one that is now being tilled more thoroughly and intelligently than ever before, and with correspondingly greater profit.

I think the average optician is just a little too sweeping and positive in his claims—isn't quite modest enough for his own good. For instance, I don't believe that any optician, however skilled and experienced, has a right to say that he can remedy any defect of the eye. He knows better. He knows that there are cases in plenty that only an oculist can treat properly, and a whole lot of his possible patrons know it, too. That's why it will pay him to be modest, or, at least, honest and say, straight out, that when a case comes to him that should go to an oculist, he doesn't attempt to treat it. That sort of talk inspires confidence; it strengthens his case and gives more weight to his claims.

The optician ought to do more to impress upon parents the importance of eye care for the children. Very often a parent who will do nothing for his or her own eyes, will act promptly at a hint that the children's eyes may not be right.

Some of the best opticians' ads that come to my notice are those of Mr. Geo. McL. Presson, of Farmington, Me. They are plainly the work of somebody who has given the matter some careful study, and who realizes that the quiet, dignified statement of fact, without blow or bluster, is just as effective in a printed advertisement as in conversation.

There are some good points in these I reproduce.

### Physical Obstruction

Some eye defects with children are physical obstructions which may be removed. Such defects are not noted sometimes until after a child is admitted to school. Then they are frequently manifested. The experienced teacher will often note that an otherwise bright and active child at play is indifferent and restless in the class. When no reason for such conduct is apparent, an eye examination, is advisable.

As a matter of justice to children, each one should have the eyes examined when school life begins.

### Born with Eye Defects

A large percentage of children are born with defective eyesight. They might have been with other defects. Such eye troubles rarely outgrow themselves when left unattended. On the other hand, many of these defects can be thoroughly removed by the wearing of glasses.

The child with glasses has thus a chance to become the adult without glasses. Call any day.

### Old Age and Poor Eyesight

are an ill-matched pair. Old people are often trying to those about them. The lot of the aged is one of loneliness. When the days of activity are past the wait for the future is a weary one. Reading would be a comfort to many. In a number of cases old people can be accommodated to read a moderate amount each day, although the strength of vision of former days cannot be restored. Each case requires a personal examination to accurately prescribe the right sort of glasses. Call any day.

These three ads of Mr. G. H. Wilkinson, a Danbury (Conn.) optician, appeal to me because they don't claim everything in sight and promise impossibilities. How do they strike you?

### Bad Eyes

There is good reason to believe that in a very large share—perhaps nine out of ten cases of bad sight—the qualified optician can as fully and satisfactorily correct the faulty vision as the oculist, but the optician must have had a capable training, long experience, a conscience and a becomingly modest appreciation of the fallibility of even the best trained judgment.

I graduated from one of the best known optical schools in this country; I've had years of experience in adjusting glasses to correct defects of sight, and, since I've been in Danbury, I have by my success won the approval of hosts of customers together with that of our best known physicians and oculists.

I have all the needed apparatus and conveniences for the detection and correction of those defects of sight that can be corrected with glasses; and I offer you, without charge, my services in determining the proper correction for any defect of sight that can be corrected by any optician.

I like this one because it names some of the symptoms by which failing sight can often be recognized, and calls attention quite forcibly to the need of prompt attention in such cases.

### Headache, Eyeache, Blurring Of the Print

Oftentimes show the need of glasses.

They are some of the indications of defective vision and should be attended to at once.

You'll be surprised at the comfort a pair of glasses will afford if your sight is in any way defective.

Scientific examination free and proper glasses properly adjusted is what you are guaranteed here.

### Men's Furnishings.

### Deck Yourself Anew, Sir!

We're having a glad some new spring—and your wearing apparel is still a reminder of winter.

Off with it!

Begin the renewing process with the hat. Follow with the fancy shirts and neckwear. Those three articles will improve you one hundred per cent.

Of course we think we can give you better goods—better prices—and more satisfaction from all standpoints than any other house. We'd like to make you think so, too, tomorrow.

And again, tell the ladies to come and see the Dunlap Sailors.

*Here's a Bakery Booming Scheme.*

### Thirty Dollars in Gold

This week we shall again give away an even half dozen five dollar gold pieces to patrons of our bakery. The gold pieces will be wrapped in wax paper and will be put into the various articles before they reach the bakery counters.

Monday the present will be with a loaf of our 8 cent bread. We have reason to believe that this is the best bread that can be obtained in Hartford at any price.

Tuesday the gift will go with a dozen of crullers. It isn't necessary to say anything about the crullers, as most everybody in Hartford is aware of their goodness.

Wednesday the gift will go with one of our splendid whipped cream cakes.

Thursday will be peach pie day and one of the pies will contain the present. You remember last summer when we had a peach every day and what fine peaches they were, too. We bought the largest orchard in the State and every day whatever fruit was left over we put down for use in our bakery department this winter. Our peach pie filling consists of peaches and sugar—nothing more.

Friday the gold piece will be in one of our big layer cakes.

Saturday the gift will be found in one of our wine cakes.



# Special Editions of Printers' Ink

## 1. School Edition

PRESS-DAY, APRIL 16

### IT GOES TO 4,000

Schools and Colleges in the United States and Canada, including Commercial Colleges and Training Schools, in addition to the regular issue. For the purpose of increasing the subscription list among this class of people, a sample copy of **PRINTERS' INK**, that goes to press this day, will be sent to every school and institute of learning in the United States, as catalogued in the American School Directory. It will be issued at an opportune time to influence School Advertising, as the edition will be in the hands of School Managers just before they make their contracts. Newspapers and Managers are invited to use this edition for advertising the merits of their publications.

## 2. To all Daily Newspapers in the United States and Canada

PRESS-DAY, APRIL 23

## 3. To all Newspapers printing 1,000 Copies or more

PRESS-DAY, APRIL 30

## 4. To all Members of the Association of American Advertisers

PRESS-DAY, MAY 7

## 5. To all Members of American News- paper Publishers' Association

PRESS-DAY, MAY 14

## 6. To all Members of the Proprietary Association of America

PRESS-DAY, MAY 21

**T**HE primary purpose of these Sample Copy Editions is to induce new subscribers and additional advertising patronage for **PRINTERS' INK**, the little Schoolmaster in the Art of Advertising. The special issues of **PRINTERS' INK** can be used by the high grade and first class advertising medium, for each issue reaches a desirable class of probable patrons.

The latest day for each issue is as stated. Every attention will be given advertisements in the matter of typesetting. The advertiser who sends order and copy by return mail will be sure of attention.

**ADVERTISING RATES.**—Page, \$100; half-page, \$50; quarter page, \$25; line, 50c., or if classified, without display, 25 cents.

Five per cent discount for cash in full payment with order.

The advertiser who must have a special position for his announcement is reminded that **PRINTERS' INK** is a small paper and special positions are scarce. Twenty-five per cent additional will be charged for special position if granted.

Address orders to

# PRINTERS' INK

10 SPRUOE STREET, NEW YORK

NO PAPER IS CAUSING MORE FAVORABLE  
COMMENT AT THE PRESENT TIME THAN

## THE NEW YORK MAGAZINE OF MYSTERIES.

**I**T IS A BRIGHT, UP-TO-DATE PUBLICATION DEVOTED TO THE NEW THOUGHT IN THE MENTAL AND SPIRITUAL, COVERING A FIELD NOT TOUCHED BY ANY OTHER PAPER.

It is full of clean, bright and helpful reading matter. Its

## Phenomenal Success

is due to the fact that the people of this age are seekers after truth. They buy THE MAGAZINE OF MYSTERIES because they are interested in its reading matter. It is to them help, guidance and comfort, mentally and spiritually.

It is optimistic and sees the good in the world rather than the bad. It appeals to the highest in man.

The new thought, in all its different phases, is covered in its columns. It is a good field for advertisers, as its readers are susceptible to new ideas. We know they answer ads—they answered ours.

It is in its twelfth month and March was the first issue for which advertising was accepted.

Nothing but the cleanest and highest class of advertising solicited. No medical, tobacco or liquor advertisements accepted.

NO ISSUE WILL BE LESS THAN FIFTY THOUSAND.  
IT IS NOT A SAMPLE COPY PAPER.

ADDRESS FOR RATES AND INFORMATION

## The Magazine of Mysteries,

22 North William St., NEW YORK CITY.

**ALL**

advertisers who desire to  
cover the Chicago field  
must

**USE**

the paper that is read in the  
homes of the people,

**The  
Chronicle**

It covers Illinois, Wisconsin,  
Iowa, Northern Indiana  
and Southern Michigan.

# Every Year

thousands of tourists come to Southern California from all over the world.

The big railroads are encouraging people to come to Los Angeles and as a result over 75,000 tourists visit Los Angeles every winter and many remain and make a permanent residence here.

No other section in the world has grown up so rapidly and no other paper in any other section has made such strides as the Los Angeles Herald.

This paper is the popular paper of the new people for it represents their ideas and they appreciate its enterprise and progress. In less than a year's time the Herald has nearly doubled its circulation and carries 10 times more advertising today than it did a year ago. The daily circulation is 23,000 and 32,000 Sunday guaranteed, and the price is so low all advertisers should not overlook the Herald.

Telegraph for rates and sample copies at our expense.

## The Los Angeles Herald

Los Angeles, California

A. Frank Richardson, Special Representative, Potter Building, New York City; Stock Exchange Building, Chicago



# REMARKABLE PROSPERITY OF KANSAS

## NOT A DROUTH, BUT A ...FLOOD...

State Bank Commissioner Morton Albaugh has compiled the following remarkable statement, showing the resources and liabilities of the 119 national and 422 state and private banks of Kansas, at the close of business on Sept. 30, 1901. His report of the national banks, over which he has no supervision, came to him directly from the Comptroller of the Treasury. The report shows the extraordinary financial strength of Kansas. It is doubtful whether such business and financial vitality in one young agricultural commonwealth has ever been observed in the development of this or any other country.

Mr. Albaugh's statement is as follows:

### RESOURCES.

Total .....\$114,134,603.29

### LIABILITIES.

Total .....	\$114,134,603.29
Average reserve held in national banks ....	45.78 per cent
Average reserve in state banks .....	53.21 per cent
Individual deposits in national banks .....	\$35,360,516.97
Individual deposits in state banks .....	42,076,447.62
Bank deposits in national banks .....	8,220,919.33
Bank deposits in state banks .....	923,556.69
Per capita deposit in banks of Kansas .....	59.28

**KANSAS AND OKLAHOMA ARE ROLLING  
IN WEALTH AND PROSPERITY.**

## THE WICHITA EAGLE

Is the medium by which you can reach all the people in Southern Kansas and Oklahoma all the time. It is its exclusive field.

See the S. C. Beckwith Special Agency, Tribune Building, N. Y., The Rookery, Chicago—Or,

**R. P. MURDOCK, Business Manager.**

# Busy as a Bee

Ten hundred and thirteen orders from six hundred and fifty-one concerns, located in thirty - five States (including one from Jamaica, West Indies), is my record of sales for March. Seventy-five of these purchasers tried my inks for the first time, and pledged themselves not to buy elsewhere in future. Considering that I employ no salesmen and ship no goods without the money, my month's work is very satisfactory. My total number of customers will soon reach the ten thousand mark, which is not such a bad record for an unknown ink man to acquire in less than ten years. Send for my price list and compare it with what you pay for inks on credit. If the time allowed on the bills does not offset the excess charges, try me on a small order, and rest assured that, if the goods are not to your liking, you can have your money back, also the transportation charges.

ADDRESS

## Printers Ink Jonson

17 Spruce Street, New York

The close of the month of March, 1902, brings still another forceful illustration of the marvelous but none the less steady growth of —————

# The Philadelphia Inquirer

The average circulation during that period was —————

**178,648**

**COPIES DAILY**

**166,932**

**COPIES SUNDAYS**

while the figures for the corresponding month last year were 168,238 copies Daily, and 166,190 copies Sundays, thus showing a magnificent increase of over Ten Thousand Copies Daily and nearly One Thousand Copies Sundays. —————

In Advertising, too, *The Inquirer* is far in the lead among Philadelphia newspapers. The total number of columns for the month printed in each morning contemporary was as follows:

<b>INQUIRER . . .</b>	<b>2,334</b>	<b>Columns</b>
<b>Record . . . . .</b>	<b>1,835</b>	<b>"</b>
<b>Press . . . . .</b>	<b>1,532</b>	<b>"</b>
<b>North American</b>	<b>1,518</b>	<b>"</b>
<b>Ledger . . . . .</b>	<b>1,077</b>	<b>"</b>
<b>Times . . . . .</b>	<b>750</b>	<b>"</b>

Advertisers believe in *The Inquirer* because it can always be relied upon to bring the best results. Its powerful circulation among the homes of the people insures this. —————

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## THE PHILADELPHIA INQUIRER

1109 Market Street, Philadelphia, Pa.

**NEW YORK OFFICE:**

Nos. 86-87 Tribune Building.

**CHICAGO OFFICE:**

508 Stock Exchange Building.